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# The MANUFACTURING CONFECTIONER

lished by THE MANUFACTURING CONFECTIONER PUBLISHING CO., 30 N. La Salle St., Chicago, Ill.
Editorial Office, 39 Cortlandt St., New York City.

"Read wherever candy is manufactured"

Grading and Packing Almonds for the Candy Industry

After-Development of Cocoa Aroma in Chocolate Coating

A Super Gets the "Inside" on Mechanical Refrigeration

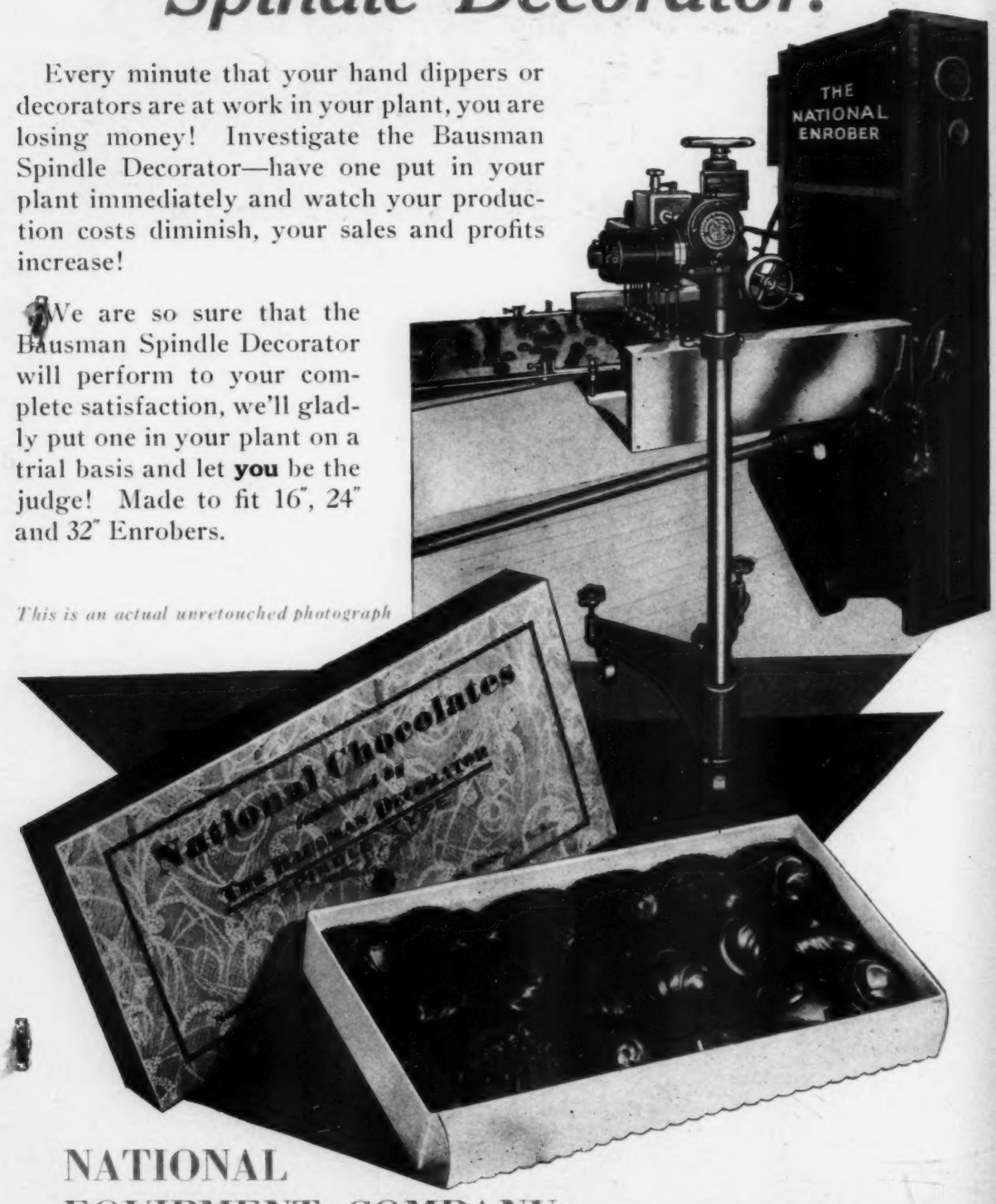
Summer Goods Reviewed

# The Bausman Spindle Decorator!

Every minute that your hand dippers or decorators are at work in your plant, you are losing money! Investigate the Bausman Spindle Decorator—have one put in your plant immediately and watch your production costs diminish, your sales and profits increase!

We are so sure that the Bausman Spindle Decorator will perform to your complete satisfaction, we'll gladly put one in your plant on a trial basis and let **you** be the judge! Made to fit 16", 24" and 32" Enrobers.

*This is an actual unretouched photograph*




NATIONAL
EQUIPMENT COMPANY

SPRINGFIELD, MASS., U. S. A.

# The MANUFACTURING CONFECTIONER

Vol. X JULY, 1930 No. 7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D&O
ESTABLISHED IN 1798

ESSENTIAL OILS
and Kindred Products

# NEW

## COFFEE FLAVOR

*for*

**Cream Centers, Coffee Syrups, Ice Creams, Etc.**

**Powerful, lasting and of exceedingly fine aroma**

***Send us a trial order for 1 ounce***

**DODGE AND OLCOTT COMPANY**
180 Varick Street New York City
*"The integrity of the house is reflected in the quality of its products."*

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## The Manufacturing Confectioner's Approved Advertising of

# Confectioners' Machinery and Supplies

## and Miscellaneous Advertising Directed to Manufacturing Confectioners

*POLICY*: THE MANUFACTURING CONFECTIONER *is essentially a manufacturers' publication and therefore is a logical advertising medium only for confectioners' supplies and equipment. The advertising pages of* THE MANUFACTURING CONFECTIONER *are open only for messages regarding reputable products or propositions of which the manufacturers of confectionery and chocolate are logical buyers.*

*This policy EXCLUDES advertising directed to the distributors of confectionery, the soda fountain and ice cream trade. The advertisements in* THE MANUFACTURING CONFECTIONER *are presented herewith with our recommendation. The machinery equipment and supplies advertised in this magazine, to the best of our knowledge, possess merit worthy of your careful consideration.*

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# Gold Seal Oil Peppermint

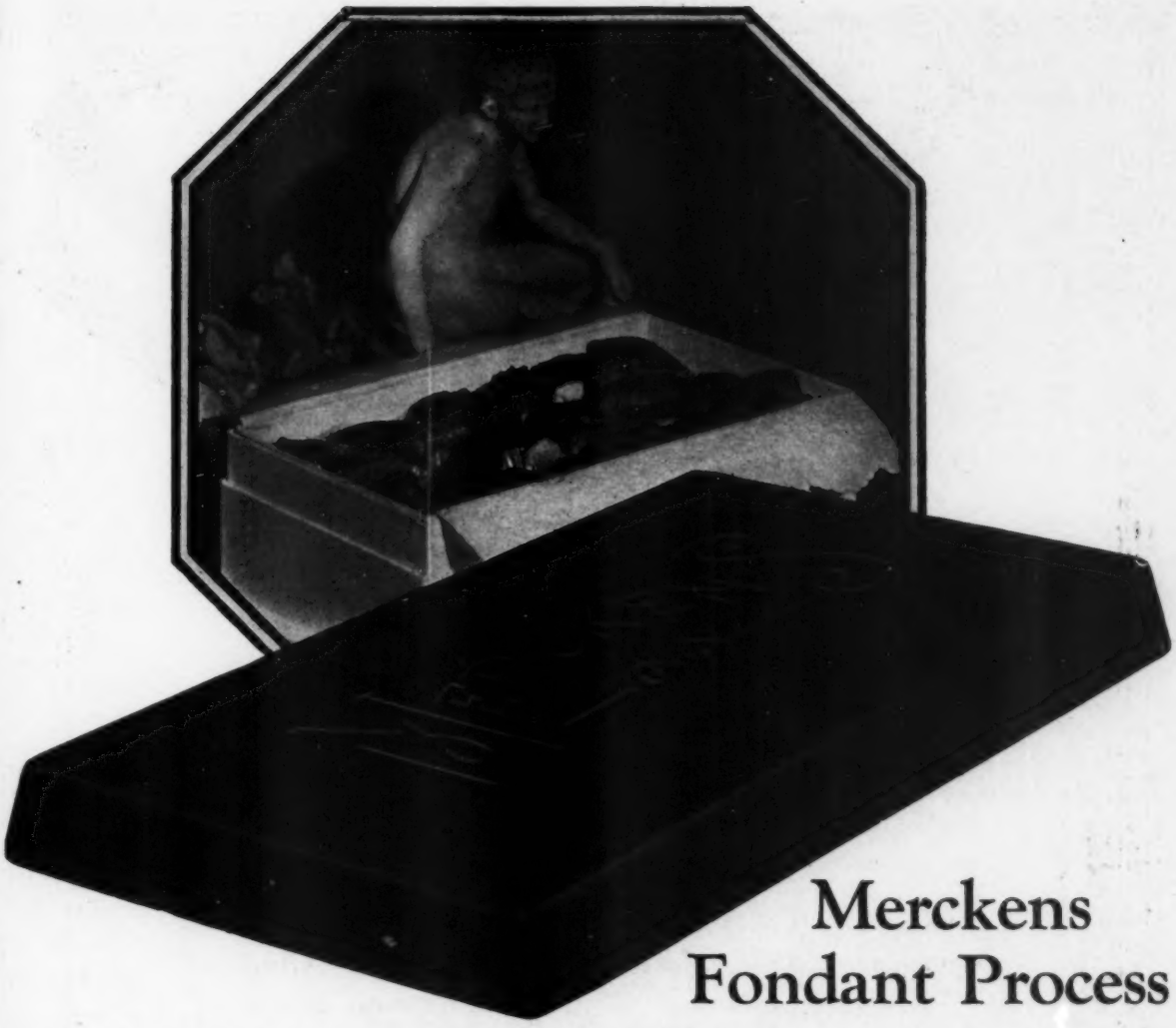
*(Triple Distilled)*

UNGERER Gold Seal Peppermint Oil is more than a good redistilled oil. It represents natural peppermint oil of selected quality redistilled to meet the U. S. P. requirements and then fractionated further for the removal of any traces of terpenes and resinous bodies.

The result is a crystal clear, water white oil with a smoothness and refinement of flavor impossible in an oil not so treated. The increased cost per hundred pounds of candy compared with the use of ordinary U. S. P. peppermint is infinitesimal and negligible while the improvement in the flavor of the product is plainly noticeable to anyone.

*"Our Quality is Always Higher than Our Price"*

UNGERER & CO.
NEW YORK



# Merckens Fondant Process

## The Proper Warm Weather Coating——

There is a two-fold reason why you should coat with Merckens Fondant Process Coating right now—

First—Merckens Fondant Process Coating sets quicker and does not soften as easily as ordinary coatings do in warm weather. This insures the fine appearance and lasting qualities of your chocolates.

Second—There is a delicacy of flavor that the Merckens Fondant Process brings out of cocoa—adding to the taste appeal of your candies.

Merckens Fondant Process Coating is manufactured according to a New process—and is true to Merckens Quality. Need we say more?

*Let us submit samples without cost or obligation*

**MERCKENS CHOCOLATE CO., Inc.**
**BUFFALO, N. Y.**

**Branches**

**Boston**
131 State St.

**New York**
25 W. Broadway

**Los Angeles**
412 W. Sixth St.

**Chicago**
Handler & Merckens, Inc.
180 W. Washington St.

If you want action from your Salesmen in increasing your candy sales, put out an "ALL-FRUIT BOX" containing

## BLANKE-BAER DIPPING FRUITS

**Pineapple Cubes**
**Peach Cubes**
**Dipping Raisins**
**Dipping Kumquats**
**Dipping Strawberries**
**Dipping Cherries**

Now is the time to start working on this "All Fruit Box" so as to have it ready for your "Fall drive." You should also make it a rule to include in every box of your Fruit and Nut Assortment a liberal quantity of Fruit Filled Chocolates containing these Dipping Fruits.

*Write for full information and contract prices*

## Blanke-Baer Extract & Preserving Co.

3224 South Kingshighway — Contributor — St. Louis, Missouri, U. S. A.

Ready

## All the Tang and Lusciousness of the genuine walnut . . . to give finer taste to your product . . .

*A highly concentrated Imitation Walnut Flavor—developed from the finest raw materials and embodying the results of long years of research into the composition of this flavor . . . the nearest approach ever made to the pungent flavor of the genuine black walnut.*

# FRITZBRO AROME BLACK WALNUT

With Fritzsche Brothers the manufacture of flavors has been developed into a fine art backed by more than fifty years of experience, scientific research and study. We visualize the customer's needs and strive to manufacture our flavors to fulfill the service which they are destined to perform. There is a Fritzsche Flavor for every purpose —a Fritzsche Flavor to satisfy every taste.

*SAMPLE AND FULL DETAILS ON REQUEST*

# fritzsche bros inc

78-84 Beekman Street
NEW YORK

118 West Ohio Street
CHICAGO

FRITZSCHE BROTHERS of Canada, Ltd.
77-79 JARVIS STREET, TORONTO

# UNIFORM QUALITY

## *Assured by Kellogg's Methods*

KEEPING qualities of edible coconut oil products depend upon:

(1) Cleanliness

(2) Care in the initial airing and processing of the copra

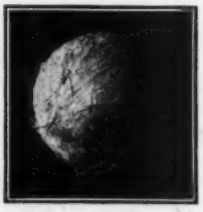
In the Kellogg coconut oil plant at Manila, the oil is very carefully expressed at a low temperature. A light colored oil of a pleasing taste and low acid value is obtained. After double filtration, the oil is kept free from dirt and rancidity-developing bacteria.

Such careful and exacting methods assure users of Kellogg's Coconut Butter and Oils unexcelled keeping and tasting qualities.

SPENCER, KELLOGG AND SONS SALES CORP'N

**KELLKO**
COCONUT
HARD BUTTERS

**KELLOLEIN**
COCONUT
SOFT BUTTERS



**KELLOGG**
HYDROGENATED COCONUT
OILS AND PLASTIC BUTTERS

**KOLINE**
(76° EDIBLE COCONUT OIL)

Spencer Kellogg and Sons Administration Office and Research Laboratories are located at Buffalo, N. Y. *Mills* at Manila, P. I., Buffalo, New York City, Chicago, St. Paul, Minneapolis, Superior. *Warehouses* at Baltimore, Boston, Buffalo, Chicago, Cincinnati, Cleveland, Columbus, Detroit, Fort Wayne, Indianapolis, Kansas City, Los Angeles, Milwaukee, Minneapolis, New York City, Philadelphia, Pittsburgh, St. Louis, San Francisco.

# ONE *Brand of* COFFEE *the Favorite Breakfast Cup of Millions!* WHY?

# FLAVOR!

DISCOUNTING claims of flavor excellence, the public allows each food product to speak for itself. It examines critically--it tastes critically--it chooses even more critically. Facts prove that the final selection invariably hinges upon a degree of difference in flavor. ¶ The public selects candies, too, on that same uncompromising basis. A small degree of difference in flavor makes a tremendous difference in the popularity of your confections. ¶ For forty-six years the house of Foote & Jenks has been supplying leading confectioners with "ISOLATES"--the finest flavors experience and skill have been able to make science yield. Through an exclusive cold mechanical process, employing neither heat nor vacuum, all the desirable and only the desirable characteristics of fresh, true, fruit flavors are retained in a completely water-soluble, super-concentrated form. "ISOLATES" are permanently immune to change. Send for trial gallons today.

This company has devoted forty-six years to research work, scientific control, and the constant testing of our super - concentrated, water - soluble flavors in foods and beverages. Always the quest is for improvement. Avail yourself of this specialized service.

**FOOTE & JENKS**
JACKSON ✲ MICHIGAN

# FOOTE & JENKS' "ISOLATES"

## NATURAL FLAVORS

*ISOLATE FLAVOR COMMANDS FAVOR*

**VANILLA···LEMON···ORANGE** ***and 12 others***

# Do You *Control* Your Process?

**TECHNICAL CONTROL of process among the food industries has become a factor of utmost importance to profitably marketing products. Many of your problems may be simplified by suggestions contained in a set of tables prepared by the Spreckels Research Laboratories, under the following headings:**

## TABLES

*Syrup Density* . . . . . .
*Weights and Measures, Equivalents* . .
*Temperature Conversion* . . . . .
*Raw Sugar Prices* . . . . . .
*Standard Barrel Weights* . . . . .
*Bag and Barrel Equivalents* . . . .
*Syrup Compositions* . . . . . .
*Boiling Points of Sugar Solutions* . .
*Solubility of Cane Sugar* . . . . .
*Screen Testing of Sugar* . . . . .
*Chemical Analysis* . . . . . .
*Special Industrial Tests* . . . . .

**A limited number of these tables are available to the Confectionery industry.**

**For your copy, fill in and mail the coupon TODAY.**

Please send me a copy of "Sugar Conversion Tables" which your Research Laboratories recently prepared.

Name .....

Address .....

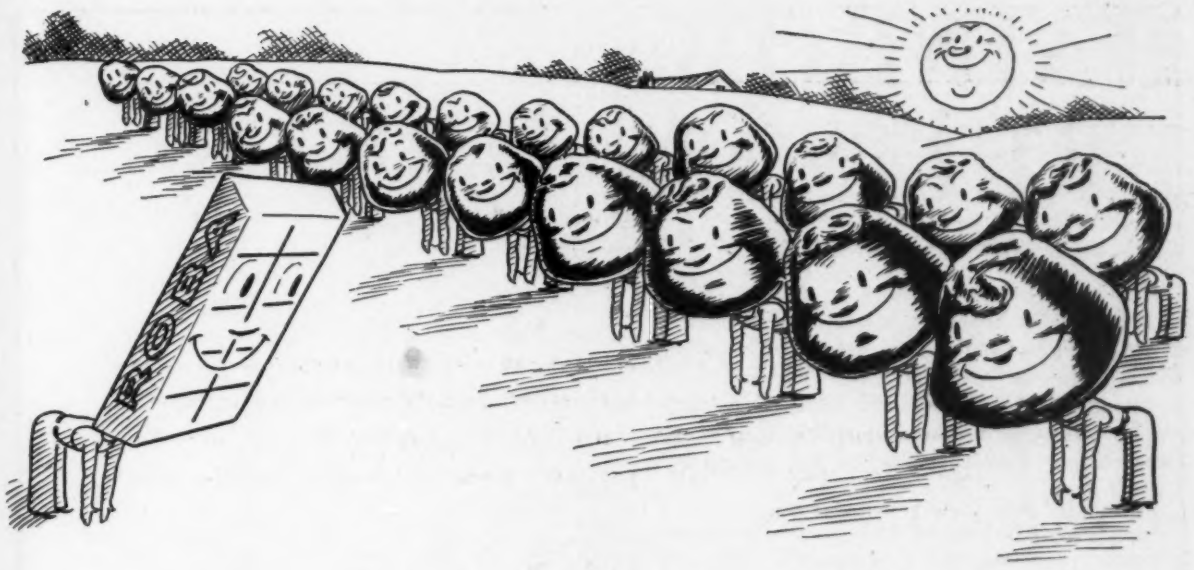
RESEARCH LABORATORIES, M. C.
SPRECKELS SUGAR CORPORATION
Yonkers, New York

CRYSTALLIZED

CANEHEART BRAND

Spreckels Sugar

ENERGY



# *Now—Bon-Bons Stay Saleable Longer!*

## Seal the freshness *in* with Roba Coatings

The more attractive you make your goods, the easier they will sell, and the more profit they will assure you. There's no argument on that score.

You'll agree too, that a package of chocolates, livened up with some pieces of gaily colored bon-bons, looks far more attractive and is easier to sell than a box filled with chocolates only.

But one thing has perhaps kept you from giving this extra sales advantage to your packaged goods—the fear that your bon-bons will lose their fresh appetizing appearance and become hard sooner than the chocolates.

You can forget that fear if your bon-bon coatings are made with Roba, the perfected confectioner's hard butter. Roba coatings do not become hard; they stay fresh and unchanged for months. The freshness and full flavor is actually sealed in your bon-bon centers because Roba coatings are non-porous and because Roba itself has such remarkable stand-up properties.

As a matter of fact, Roba coatings improve the stand-up qualities of any of your coated candies. That's because Roba's melting points are so uniform and dependable,

If you're interested in better coatings, bigger profits and more uniformly salable goods, get the facts about Roba. We'll gladly send you a free sample, in any desired melting point, for your own chemists to test.

**PROCTER & GAMBLE, *Cincinnati, Ohio***

**Mail this coupon for Free Sample of Roba**

**PROCTER & GAMBLE (Roba Dept. Desk A-730)**
**Gwynne Bldg., Cincinnati, Ohio.**

**Please send me a free test sample of Roba**
Specify ½ melting point desired.

*Name*.....

*Firm Name*.....

*Business Address*.....

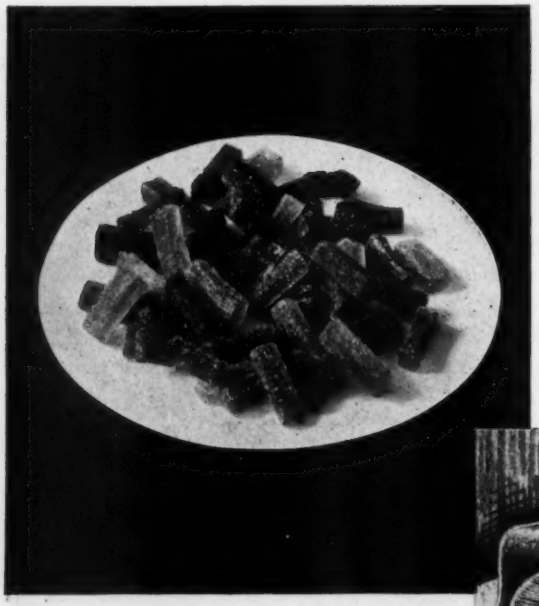
*City*..... *State*.....

# RAINBOW FRUITS....

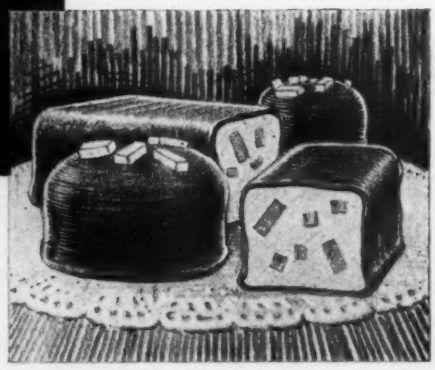
**A new garnish for the confectioner!**

**Delicately colored pellets of drained fruit, cut from the heart of luscious sun-ripened pineapples, and flavored to the "King's taste"! These delicious fruit pellets have an instantaneous appeal—bright, colorful and of excellent flavor. They offer unusual opportunities for the confectioner who is looking for something distinctly new.**

**Incorporate Rainbow Fruits in cream centers, nougats, etc.—use them as a candy topping—or to add a new appeal to an old number. In fact, the alert candy maker will find limitless ways of using Rainbow Fruit to his advantage. They are especially prepared for confectioners, are free from moisture and remain dry indefinitely.**



**The illustration above shows Rainbow Fruits ACTUAL SIZE**



**Rainbow Fruit pellets were used in many of the popular Easter Numbers. They can be adapted to all-year-round items where they will strike a new note of popularity. A sample will prove our most convincing argument. Send for yours, now.**

**CROWN FRUIT & EXTRACT COMPANY, INC.**

**418 WEST BROADWAY NEW YORK, N. Y.**

# Coconut Absolute

(*imitation*)

Possesses the utmost fidelity of flavor and aroma to the fragrant fresh coconut. Its worth in food products of all descriptions has already been proven. **Will neither bake nor freeze out.** COCONUT ABSOLUTE may be used alone or in conjunction with desiccated coconut to which it restores the delicious character lost to the fruit during desiccation.

1 oz. to 100 lbs. cream or 50 lbs. hard candy

Price—$4.00 per lb.

# Banana Absolute

(*imitation*)

Reproduces the golden banana flavor in its true character.
1 oz. to 100 lbs. cream or 50 lbs. hard candy
Price—$4.00 per lb.

***Try Them!***

*We are specialists in pure fruit extractions which reproduce the flavor of the fresh fruit in your creams, bon bons, etc.*

## van Ameringen-Haebler, Inc.

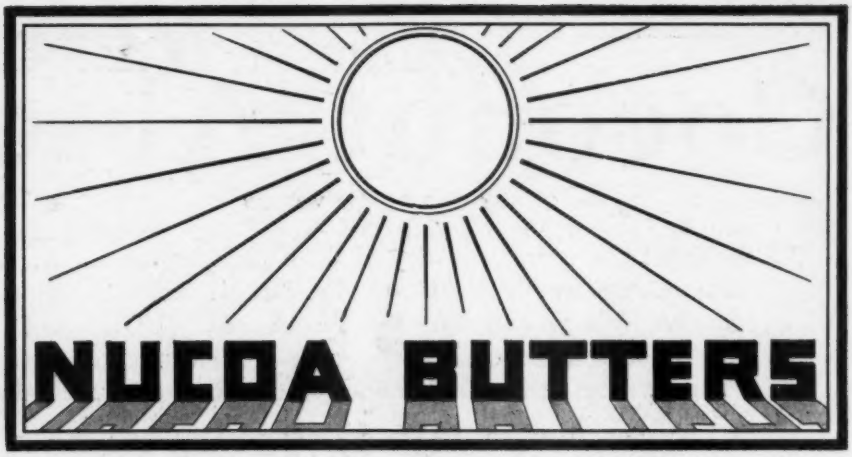
*Manufacturers and Importers of*

*Flavor Materials* — *Aromatic Chemicals*
*Essential Oils* — *Perfume Specialties*

314 Fourth Avenue, New York
180 No. Wacker Drive, Chicago
826 Clark Avenue, St. Louis
42 Wellington Street, E. Toronto

*Factory, Elizabeth, N. J.*

# In July, THE candy-maker




# *can depend on* Nucoa Butters!

THE candy-maker who has once used NUCOA BUTTERS *keeps on using them,* because he is *sure* of their good work.

One *reason* he is sure of them is that each of the six different NUCOA HARD BUTTERS has a different melting-point and the candy-maker can select the one exactly graded to his needs. In July, Nucoa Butter Number 70 is the one most often selected.

Another *reason* why the candy-maker is sure of the goodness of NUCOA BUTTERS is that each NUCOA HARD BUTTER is *laboratory tested* and *guaranteed* to be 100% neutral, tasteless, and free from odor.

If you are not already familiar with NUCOA BUTTERS, let us send you—free—the little book called "The Whats and the Hows." You will find it helpful, we are sure.

## *NUCOA PRODUCTS*

| | |
|---|---|
| NUCOLINE | PLASTIC FILBISK |
| PLASTIC NUCOLINE | FIRMTEX |
| FILBISK | NUCOA HARD BUTTERS |

## The Best Foods *Inc.*

88 Lexington Avenue, New York City

NEW YORK CHICAGO SAN FRANCISCO

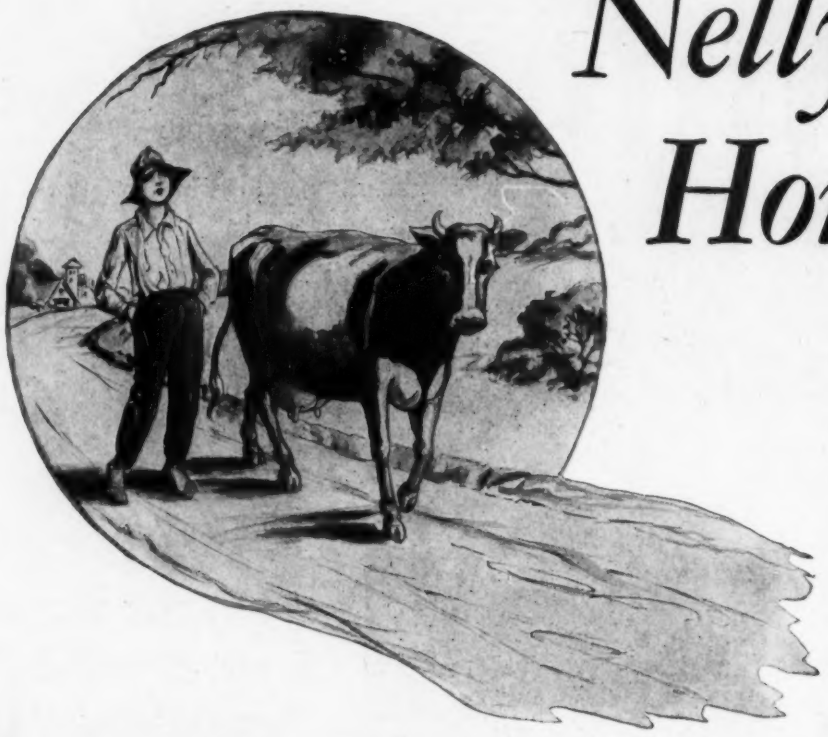
*Wherever you travel you will find* **ROCKWOOD'S COATINGS** *used by the leading confectioners*

# ROCKWOOD & COMPANY

BROOKLYN, N.Y.

BOSTON CHICAGO

# Seeing Nelly Home



Take good care of "Nelly!" For she's the source of health—and nourishment. It's to the countless Nellies and Jennies in the finest herds in America that Runkel's

MADISON MILK CHOCOLATE COATING

is largely indebted for its delicious richness and creamy delicacy. For to the accurate balance of milk and chocolate is attributable the dominance of that rare Runkel "chocolaty taste" in this newest milk coating. A true QUALITY product, whose concentrated flavor and uniform richness make it an economy, too.

*We invite your inquiries—and will gladly arrange for testing samples.*

Runkel Brothers, Inc.
New York Chicago Philadelphia

**Runkel's**
Established 1870
*Chocolate Coatings*

# *This Familiar Stencil*

## "BAKER'S GEM COCONUT"

— on the ends of a case, is your guarantee of the finest quality imported coconut you can buy at any price. GEM brand is made from the pick of an annual crop of 350,000,000 coconuts. Every nut is carefully selected by our own experts. There are nine different cuts of GEM, to satisfy every possible need for imported, unsweetened coconut — and every cut is uniform throughout the case. Send for a free sample for a trial run and see for yourself.

**FRANKLIN BAKER'S COCONUT**

A Product of General Foods Corporation

*Both domestic and imported coconut in a complete variety of cuts; packed in tins, cases and barrels.*

PLEASE FILL IN COMPLETELY—PRINT NAME AND ADDRESS

C-MC-7-30

FRANKLIN BAKER CO., (INC.) HOBOKEN, N. J.

Please send me a free sample of GEM brand imported coconut. I have drawn a circle around the cut wanted.

Macaroon—Star Short—Medium—Coarse—Long Thread —Standard Thread—Fancy Shred—Strip—Slice or Chip.

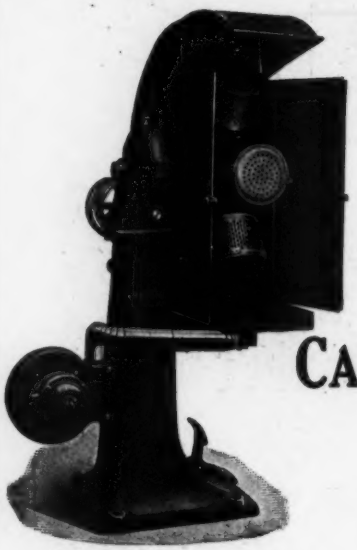
Name_____

Address_____

City_____ State_____

© 1930, G. F. Corp.

# "REICHE" MOLDS
## AND EQUIPMENT



U. S. A. Patent No. 1576149

***Command the interest of all***

## CANDY MANUFACTURERS

Are you familiar with these quaint and perfectly molded chocolate figures? Of course you are—everybody is! But have you realized that this line is only in its infancy—that its potentialities for growth and expansion are unlimited?

The widespread development of this line is determined by two factors:

*First*: *REICHE MOLDING EQUIPMENT*—the only equipment of its kind that has proven practical and made *quantity* production possible.

*Second*: *REICHE MOLDS*—altogether unique in variety and design. They catch the eye and create an irresistible demand.

*Machine molded figures* by the *REICHE* Process are absolutely uniform in weight and when made with *REICHE MOLDS* they attain true perfection—clean cut, no ridges and without airholes.

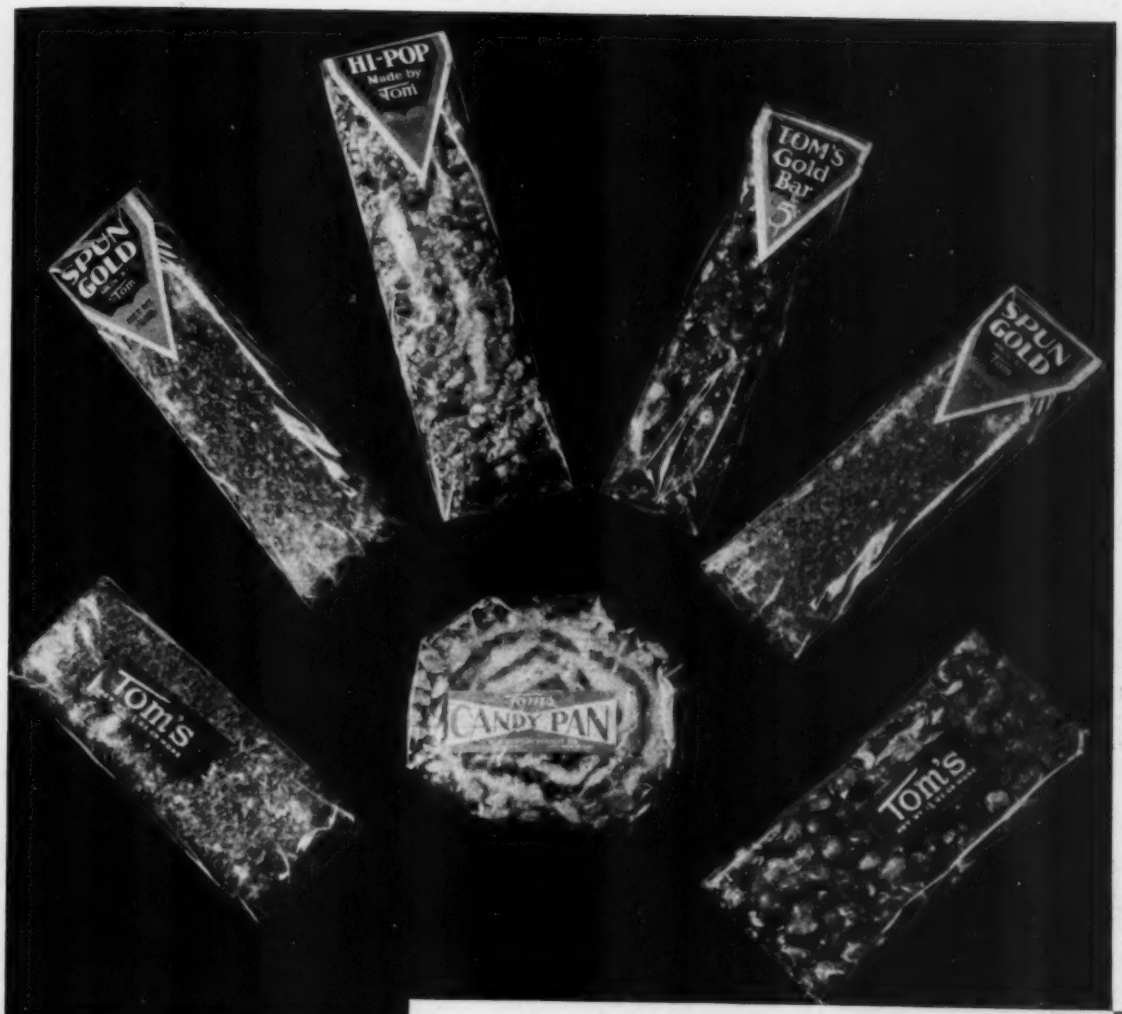
*REICHE MOLDS* are also best for handwork.

***Write for further information.***

## T. C. WEYGANDT CO.

**165 DUANE STREET**

**New York City, N. Y.**



# *Born to be delicious . . . Wrapped to* look *delicious*

WHEN these candies are seen through 100% transparent Cellophane, their deliciousness appeals as strongly as if they were not wrapped at all.

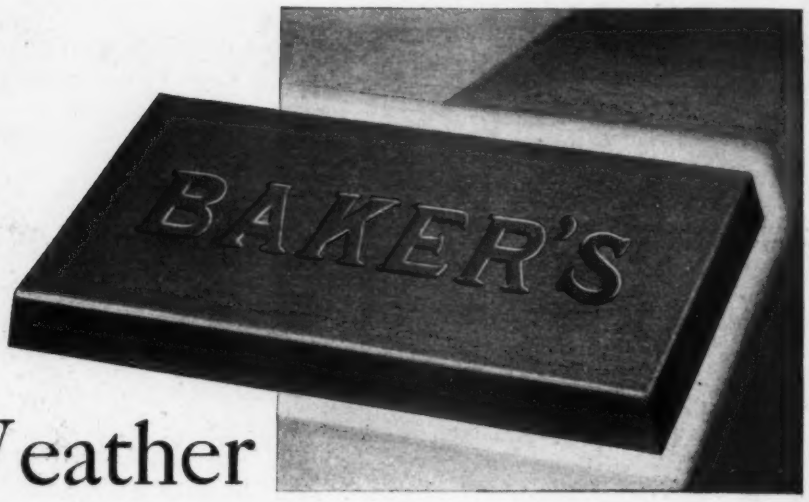
Cellophane-wrapped candies are also protected from dust, dirt and handling.

Consult our Package Development Department for the best way to wrap your new items in Cellophane as well as to increase sales of established products. Du Pont Cellophane Company, Inc., 2 Park Avenue, New York City.

# Cellophane

DU PONT CELLOPHANE
REG. U.S. PAT. OFF.

*Cellophane is the registered trademark of the Du Pont Cellophane Company, Inc., to designate its transparent cellulose sheeting.*




REGISTERED TRADE-MARK

# Warm Weather Coatings

For warm weather, Baker's coatings offer you a distinct advantage over coatings produced by the ordinary processes. Baker's sets quicker and does not soften or run off as easily as others.

The high melting point, the smooth texture and the lustre of finish of Baker's coatings assure you of the best stand-up qualities and lasting appearance of your finished products. Guarantee your *quality* by using Baker's Chocolate Coatings:

VANILLAS, MILKS *and* ENROBERS

and the greater coverage of Baker's coatings will materially cut your costs.

Write today for samples and quotations without obligation.

WALTER BAKER & CO. *Inc.*

DORCHESTER, MASS. - - MONTREAL, CANADA

*Pacific Coast Representative* - MAILLIARD & SCHMIEDELL

*Leadership Based on Merit*

# New Prices
## ON
# VANILLIN MONSANTO
## IMPROVED

## effective July 15th

**Monsanto is pleased to announce a new schedule of prices on VANILLIN MONSANTO IMPROVED. Write to our nearest office for full information.**

**Other Monsanto Products Include:**

**COUMARIN MONSANTO**

**METHYL SALICYLATE MONSANTO, U. S. P.**

**SODIUM BENZOATE U. S. P.**

*manufactured by*

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**ST. LOUIS, U.S.A.**

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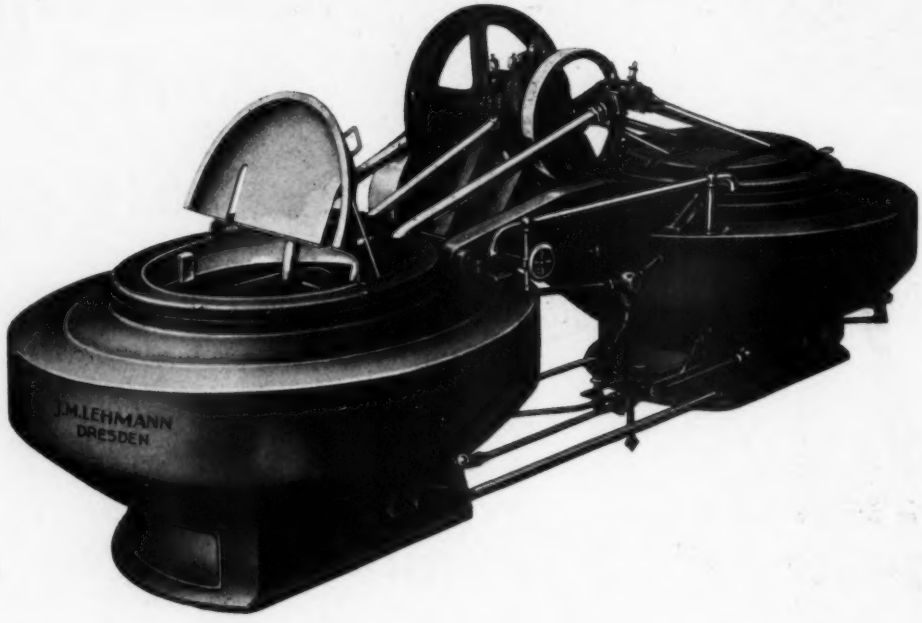
CHEMICALS OF QUALITY
Monsanto
ST LOUIS, U.S.A.

# No. 404-Z "LEHMANN" CONCHE

## With 2 Circular Tanks




A total capacity of 4,400 lbs.,
Inside machined tanks with convenient regulation of steam heat and kept free from chocolate by rotating scrapers,
2 Granite Rolls for each tank,
Discharge Gates conveniently located,

**Insure the following advantages:**

Less time required for completion of conching process than in any other construction,
Most efficient elaboration of the paste by continuous aerating and tearing asunder of the surface of the batch,
Quick Discharge,
Considerable Economy in power consumption and space.

*Inquiries Solicited*

## J. M. LEHMANN CO., Inc.

**248-50 West Broadway** **New York City, N. Y.**

**Factory—Lyndhurst, N. J.**

COOLAIRCO
COOLING AND
Made-To-Order-Climate
AIR CONDITIONING
SYSTEMS

*prove a paying investment for*

Chocolate or Hard Candy Departments.

Cream Departments.

Dipping Departments.

Crystallizing Departments.

Cooling Tunnels.

Storage and Packing Rooms.

# *Heat Takes No Toll In Factories That Are Coolairco Conditioned*

**The havoc of heat is caused not only by temperature. It requires more than merely holding down temperature to hold the glossy appetizing color of chocolates. COOLAIRCO conditioning has completely solved the problem of "seconds" by maintaining the required low percentage of humidity as well as the desired low temperature. It is this scientific regulation of humidity and temperature both that enables the more progressive plants to make, pack and store through the hottest days of summer, chocolates with that gloss and deep color that customer and consumer demand.**

**Only complete air conditioning is effective air conditioning for candy factories. Chilling alone cannot conquer the ravages of heat. The COOLAIRCO engineering department can be of real aid to you in preventing unnecessary waste and sacrifice of profit in your plant. Consulting us puts you under no obligation.**

## THE COOLING & AIR CONDITIONING CORP.

**11 West 42nd Street**

COOLAIRCO
COOLING AND
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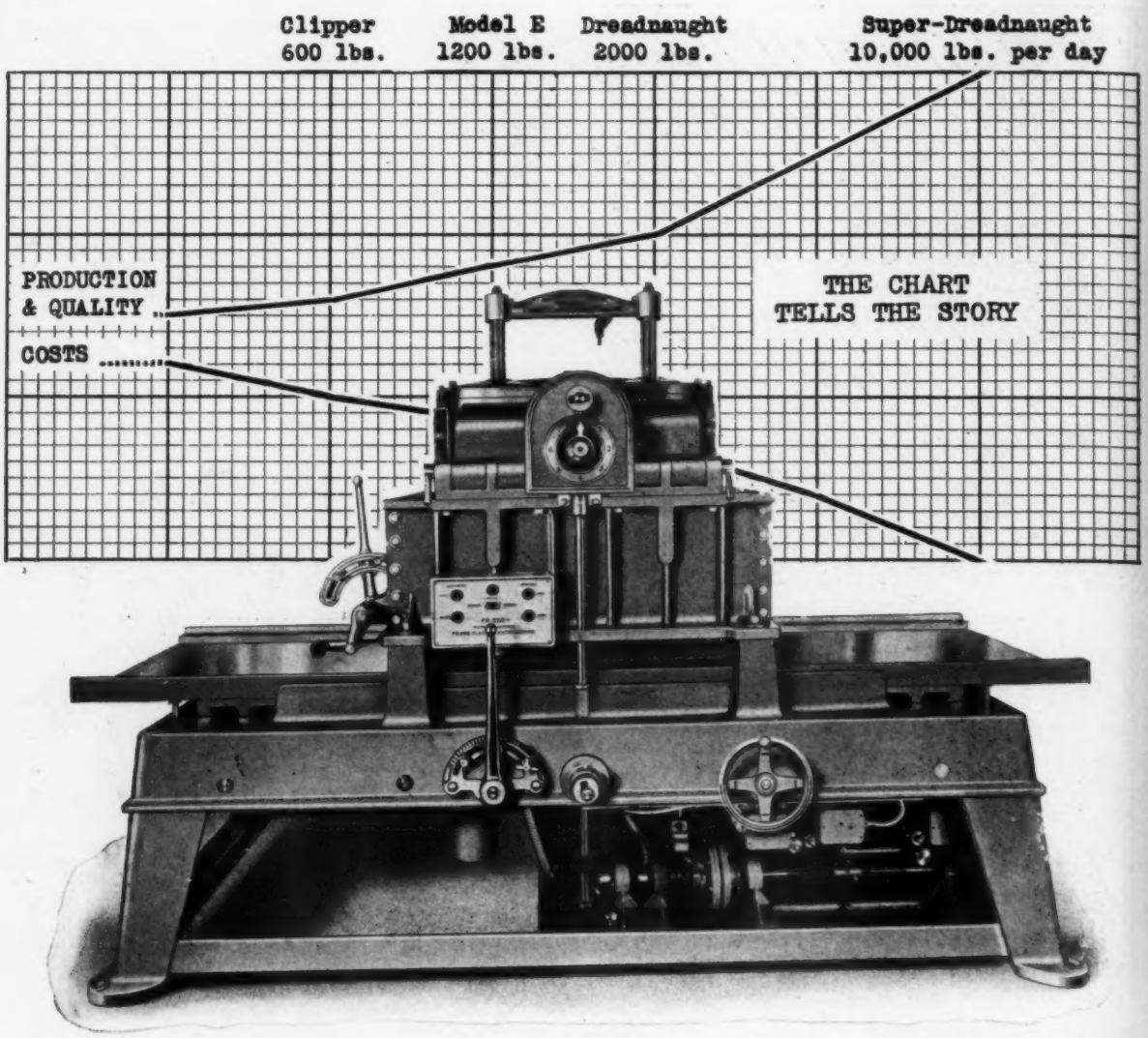
AIR CONDITIONING
SYSTEMS

**New York, N. Y.**




# Production and Quality Go Up Costs Come Down

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# HAND-ROLLS

Why cast away your profits? The consumer prefers Hand-Rolls and consumer preference is a factor that cannot be successfully ignored. One operator and a helper forms 10,000 lbs. of the finest Hand-Roll Centers in an eight-hour day, with absolute cleanliness and in 5% of the space of any other process.

Units for small or large production.

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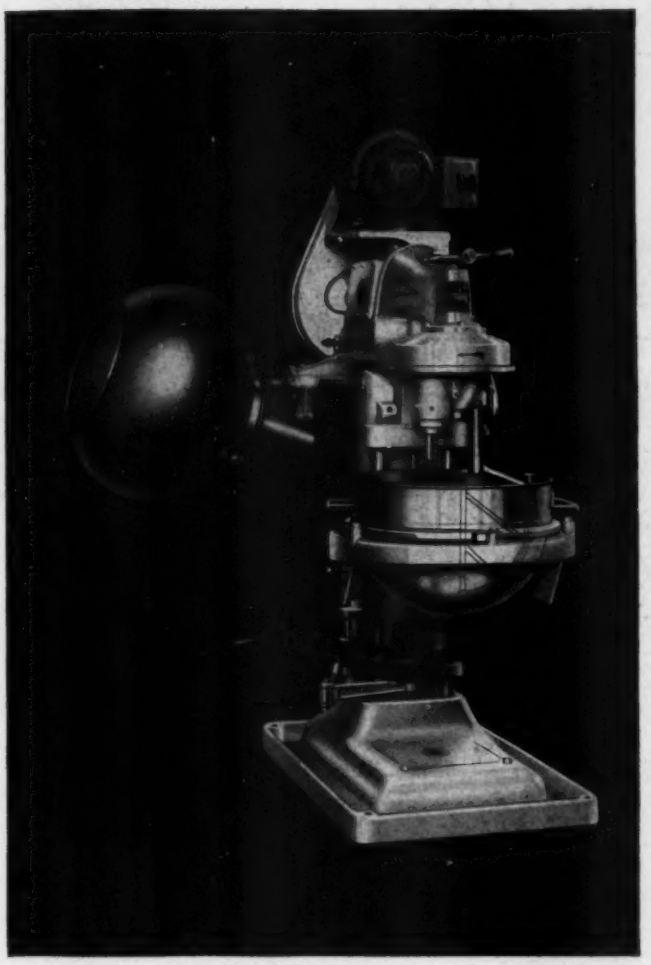
All Friend Machines Protected by Patent Rights



# SATISFACTORY PERFORMANCE ASSURED with a READ CANDY BEATER

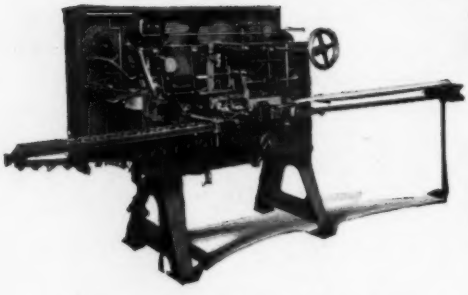
**FEATURES FOUND ONLY ON A READ**

- Three and Six Speeds.
- Easy and quick method for attaching beater.
- One Lever starts — stops — changes speeds.
- Not necessary to stop motor to change speeds.
- Motor of Nationally known manufacturers.
- Mixing Action of Beater covers every portion of bowl.
- Sure—Silent Operation.
- Easy, positive bowl raising and lowering mechanism.

**Candy manufacturers, the world over, have installed Read Candy Beaters as an investment. They have installed them because they felt sure of them—sure of their performance—sure of their freedom from trouble—sure of every quality that makes a beater thoroughly satisfactory.**

**READ MACHINERY CO. » » YORK, PA.**

# Wrap your irregular-shaped bars on this machine



**Wraps hard or soft bars 30,000 to 33,000 per day**

This machine makes a much better wrapping than by hand because it *registers* the wrapper, and *seals* the endfolds, thus preventing the wrapper from coming loose—highly important in bar goods where the customer handles the product in "helping himself."

The bars may be hard or soft. Printed glassine or printed paper-backed foil may be used.

One machine will wrap 30,000 to 33,000 bars per day.

The saving in labor and material that machine wrapping makes over hand-wrapping is worth serious consideration . . . not to mention the marked improvement it will make in appearance.

Write to us for complete information.

**PACKAGE MACHINERY COMPANY**

**Springfield, Massachusetts**

**New York Chicago Los Angeles**

**London: Baker Perkins, Ltd.**

# "Hook Pulling" methods of STARCH CONDITIONING Don't Pay!

Just as the old fashioned hook for pulling candy gave way to the modern pulling machine, so starch conditioning is being done in modern, efficient style by Hersey Starch Conditioners.

The Hersey Starch Conditioner combines all three steps of cleaning, drying and cooling starch into one synchronized process. Costly units are eliminated. Valuable floor space is saved. Production is speeded up and the number of drying boards can be cut in half. And of particular interest is the fact that Hersey Starch Conditioners actually cost less than any combination of unit or any similar equipment for the same purpose you can buy.

Write us today for complete information. It will pay you.

# HERSEY

## STARCH CONDITIONER

HERSEY MANUFACTURING COMPANY - *Main Office and Works;* Corner E and 2nd Streets, South Boston, Mass. *Branch Offices:* NEW YORK CITY, 290 Broadway; PORTLAND, ORE., 475 Hoyt Street; PHILADELPHIA, PA., 314 Commercial Trust Bldg.; ATLANTA, GA., 510 Haas-Howell Bldg.; DALLAS, TEX., 402 Praetorian Bldg.; CHICAGO, ILL., 10 So. LaSalle Street; SAN FRANCISCO, CAL., 690 Market Street; LOS ANGELES, CAL., 450 East Third Street

# YOU *KNOW* WEATHER COSTS YOU MONEY . . . MAKE IT PAY YOU PROFITS

**In this plant chocolates from the enrobers enter directly into an air conditioned room. In this cool, dry atmosphere they set and acquire the desirable gloss without the slightest danger of fogging and *graying* as often happens when they are delivered from a cooling tunnel into an *unconditioned* room.**

**The Carrier Unit Air Conditioner will do this for the small plant with just the same effectiveness.**

HOT, humid, sticky weather in your plant causes interrupted schedules . . . inferior quality of goods . . . decreased efficiency of employees. Uncontrolled weather plays havoc generally with your production . . . *and costs you money*.

But Manufactured Weather pays profits. With Manufactured Weather in your factory you are entirely independent of outdoor conditions or the season. Each conditioned department is supplied with a clean, cool atmosphere, at the temperature and humidity exactly suited to each operation. Quality standards and scheduled production are maintained; formulae changes with the seasons are unnecessary; more healthful and comfortable working conditions are assured, inspiring extra effort on the part of employees.

Manufactured Weather for the confectionery manufacturer is not a luxury, but an actual necessity . . . a profitable investment. It provides a simple way to cut overhead . . . actual savings effected in production will far exceed the operating cost.

There is a Carrier System to meet the requirements of *any* confectioner, regardless of the size of the plant, the conditions desired or the outside weather. Our engineers will be pleased to consult with you and to plan the equipment best suited to your individual requirements . . . without obligation.

**Carrier Engineering Corporation**

NEWARK, NEW JERSEY

OFFICES: New York, Philadelphia, Boston, Chicago, Cleveland, Washington, Detroit, Dallas, Los Angeles

CARRIER ENGINEERING COMPANY, LTD.
LONDON, PARIS, BOMBAY, CALCUTTA, JOHANNESBURG

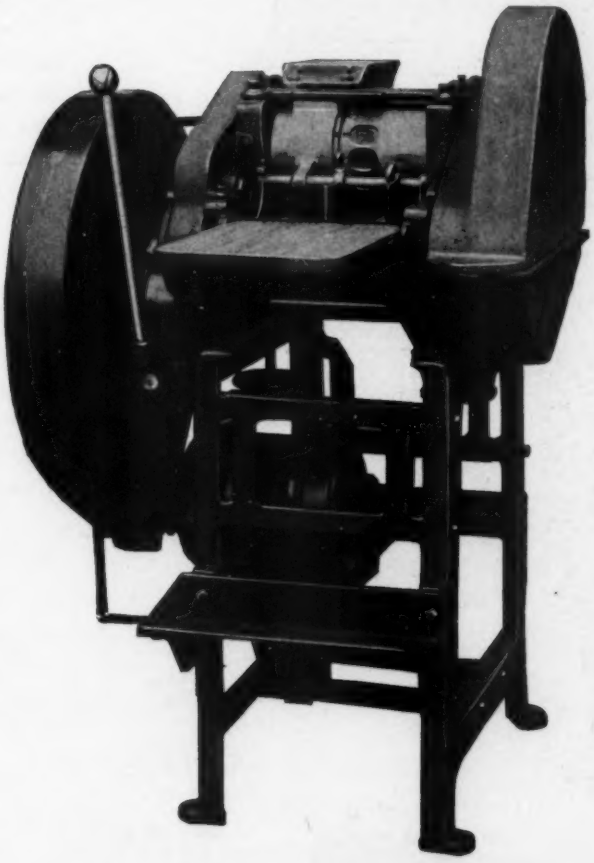
CONFECTIONERS' EDUCATIONAL ADVERTISING Contributor

CARRIER LUFTTECHNISCHE GESELLSCHAFT
STUTTGART, BERLIN

RACINE CONFECTIONERS MACHINERY

# Racine Automatic Sucker Machine

(PATENTED)

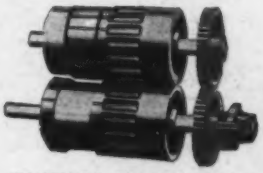


This is the machine that made the "all day sucker" the most popular form of hard candy in America.

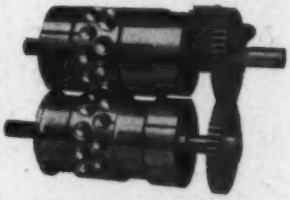
The latest model pictured above represents years of gradual development and because of the variety of its products it is practically a complete hard goods equipment in itself.

It is supplied with pulley for belt drive or with motor direct connected as illustrated. The length of conveyor is optional but 24 feet with air tunnel and motor driven blower is the accepted standard.

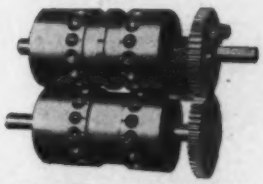
*Note the variety of products made by these interchangeable rolls.*



*STANDARD SUCKER ROLLS*
*Candy on one end of the stick*

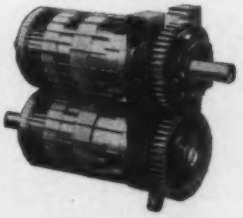


*DUPLEX SUCKER ROLLS*
*Two suckers at a time*



*DUMBELL SUCKER ROLLS*
*Candy on both ends of stick*

*DROP ROLLS*
*Engraved as desired*



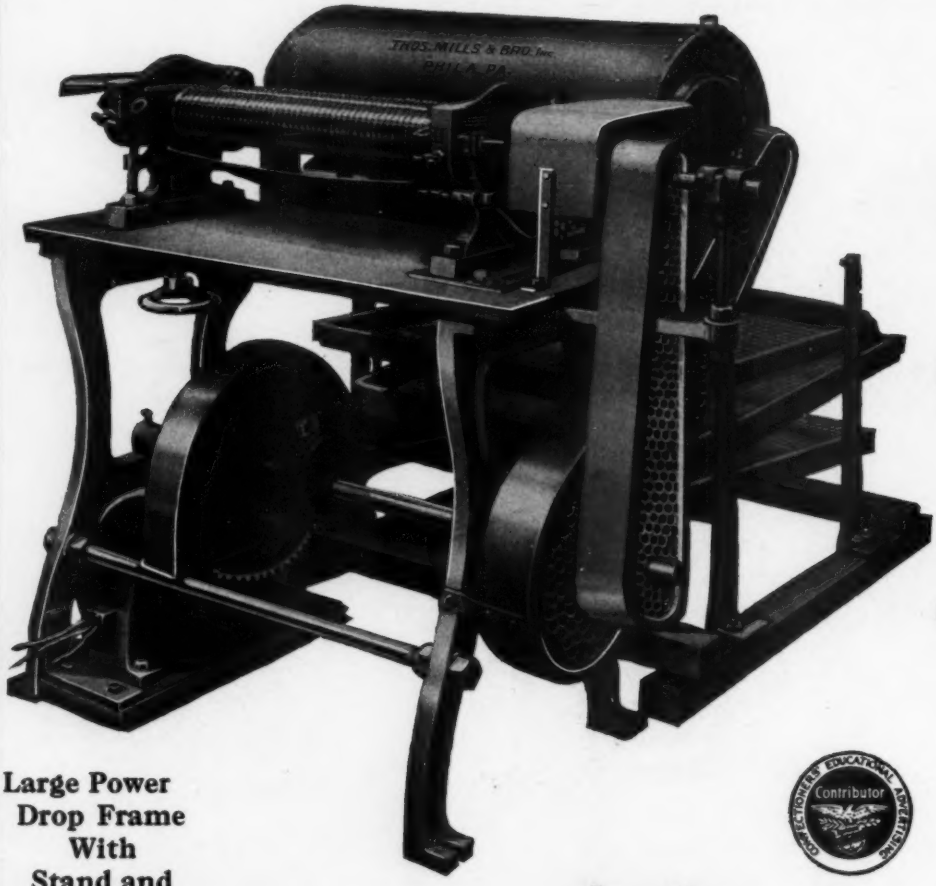
*CUTTING ROLLS*
*Waffles and Satin Finish Goods*

**RACINE CONFECTIONERS' MACHINERY COMPANY**
**RACINE, WISCONSIN, U. S. A.**

# Thomas Mills & Bro., Inc.

**1301 to 1315 North Eighth St. Philadelphia, Pa.**

*ESTABLISHED 1864*




**Patent Automatic Seamless Hard Candy Machine**

—o—

**Improve Your Production By Installing This Labor Saving Machine**

**Send for Special Circular**

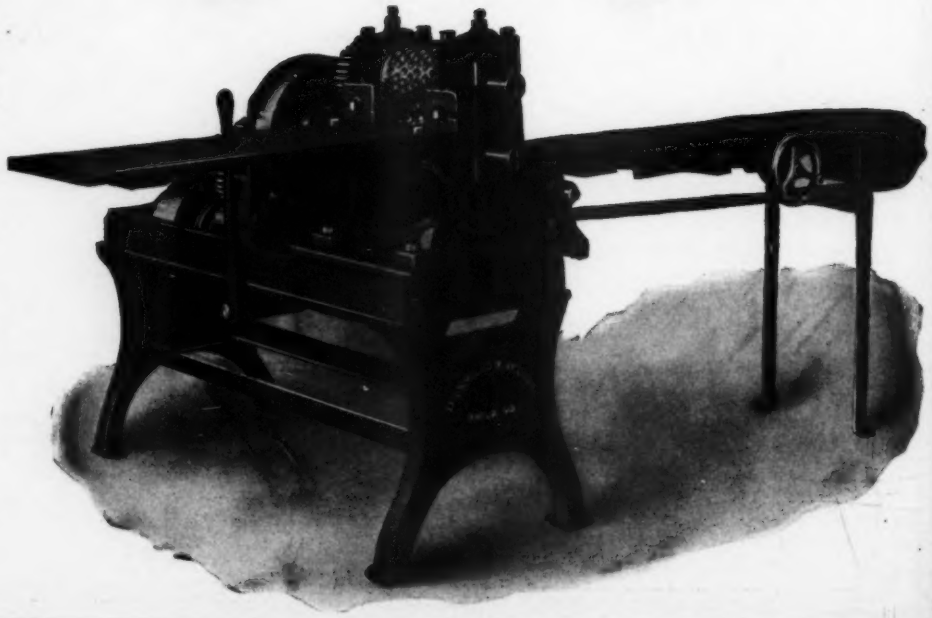
**Large Power Drop Frame With Stand and Endless Belt Conveyor Attachments**

—o—

**Used In All The Largest Factories For High Grade Hard Candies**

—o—

**Our Catalog of Confectioners Equipment Sent on Request**



# When you need FOOD COLORS

## Let your first thought be

# ATLAS

**Manufactured by**

# —KOHNSTAMM—

**First Producers of**
**Certified Colors**

Strength

Purity

Brilliance

Uniformity

*Established 1851*

**The Atlas Label is Your Protection**

## H. KOHNSTAMM & CO., Inc.

**NEW YORK, N. Y.**
**83-93 Park Place**

**CHICAGO, ILL.**
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# *Editorial*

## Another Boost for Sugar

SCIENTISTS, probing the mysteries of sleep, find that sugar taken into system overcomes the feeling of fatigue which results from protracted loss of sleep. This announcement comes after four years of exacting experimentation and research.

Says Dr. Donald A. Laird who has been directing this study at Colgate University: "Our tests have shown conclusively that it is possible to stay awake for greater lengths of time and with far less after-effect in the nature of fatigue when highly concentrated energy foods such as cakes, candy or sweetened drinks are consumed at intervals during the night."

And so sugar—and candy—are handed another boost! Coming from an impartial and unbiased source it is all the more significant.

In the face of this and other recent very favorable reports by research workers of unquestioned authority, is it any wonder that today, the general public holds candy in higher regard than ever before? The manufacturer, too, has begun to appreciate the real merit of his product, and with this growing self appreciation has come a degree of confidence which is essential to the success of any enterprise. Lacking this quality the pace of progress is faltering and uncertain at best.

To get back to the scientific research worker it seems apparent that he is destined to contribute in increasingly large measure to the foundation upon which a sound and prosperous candy industry will be built.

## Tune in on the Times

ARCHITECTS and engineers tell us that the most modern building erected today will be ready for the wrecking crew inside of ten or twelve years. By that time it will be a greater economy to tear it down and make room for a newer, more modern structure. Its appointments will have become obsolete—antiquated after ten short years of service.

Is this not typical of our age? Never since man's creation has industrial changes come so rapidly. The contribution of present day scientists and inventors are reshaping our lives and revolutionizing our industries and our modes of business. With every passing hour, somewhere in this world, someone is discovering something vital to our future existence and leave businesses and even industries in its wake.

To prosper and survive we must be ready to adjust ourselves to these changes. As in the case of the builder—he finds it economical to replace a ten year old building with a new one better equipped to meet modern demands. We as an industry are inclined to be laggards in this respect. Science and invention are ready to aid us. But unless we are more receptive, their readiness to serve is of no avail. In an industry so content with the machines and equipment of their forefathers, so reluctant to replace the new for the old, what incentive are we giving the engineer, the inventor and designer to expend their efforts in a direction which, ostensibly, offers so little encouragement and promises such meagre return?

To make money it is obvious we must

spend money. And if we haven't got money to invest in modern equipment of proved performance which vitally affects production economies, it is about time we were finding out the reason why. Other sweet food industries have risen from penury to profit. The ice cream industry for example. Remember when drug stores used to board up their fountains in the fall and open them up in the spring?

We've played Rip Van Winkle long enough. Let's attune ourselves to the times!

# Who Controls Your Salesmen?

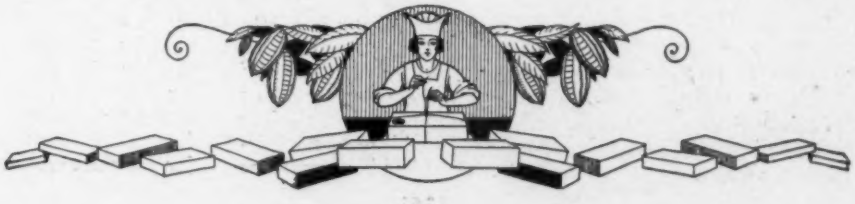
ONE of the stiffest tests that management faces nowadays is that of sifting the reports that salesmen bring or send in from their territories. To a rather disturbing extent many manufacturers and their sales managers rely on their salesmen entirely for accurate pictures of conditions in the field. Unfortunately not all salesmen are able or inclined to bring back the facts as they really exist.

Up at Montreal the other day F. T. W. Saunders, president of the Canadian Confectioners Association, said, "through the weak-minded policy of listening to our salesmen, we are throwing away every year in extra discounts many thousands of dollars for which there is not the least justification." At the recent Chicago convention of the N. C. A., L. L. McIlhenny of Stephen F. Whitman & Son pointed out how hard it had become to size up the true situation in any market from the opinions of salesmen. It's easy to learn the salesmen's and the dealer's ideas, he pointed out, but too often those ideas are biased. They are apt not to give the manufacturer much real information as to what the ultimate consumer is thinking.

Where is the way out? Even the half-trained salesman is manifestly too important to ignore as a source of timely information as to what is going on among jobbers, dealers and consumers. Obviously the executive who is an executive in fact as well as name, must work out some method of control. As a starter THE MANUFACTURING CONFECTIONER recommends that sales managers check over personally and in detail every important change in field conditions with the salesmen making the report. Secondly, verify the report from independent sources where possible. And finally, do a little riding on trains yourself if you are responsible for the sales force. Find out for yourself at first hand what is going on in those places where you are or should be selling merchandise. That knowledge is always essential to controlling men and knowing how to meet the situation.

# The Passing of Dr. Wiley

IT is not easy to characterize Dr. Harvey W. Wiley, ardent advocate of pure-food laws, who died a few days ago aged 86. He belonged to the Roosevelt ian era when swinging the big stick gained a certain glamor. He understood the value and use of publicity as do few men. Dr. Wiley did not always see eye to eye with the confectionery industry and its leaders. Some of the projects he favored did not find favor with the industry. But Dr. Wiley's basic objectives were and always will be those of the honest, progressive manufacturing confectioner. He wanted the end of adulteration in foods and was willing to fight hard for his principles. His sincerity was not open to question. There is no exaggeration in saying that every industry producing foods for human consumption is the gainer for Dr. Wiley's having lived and battled for honesty, purity and sanitation.



# Grading an
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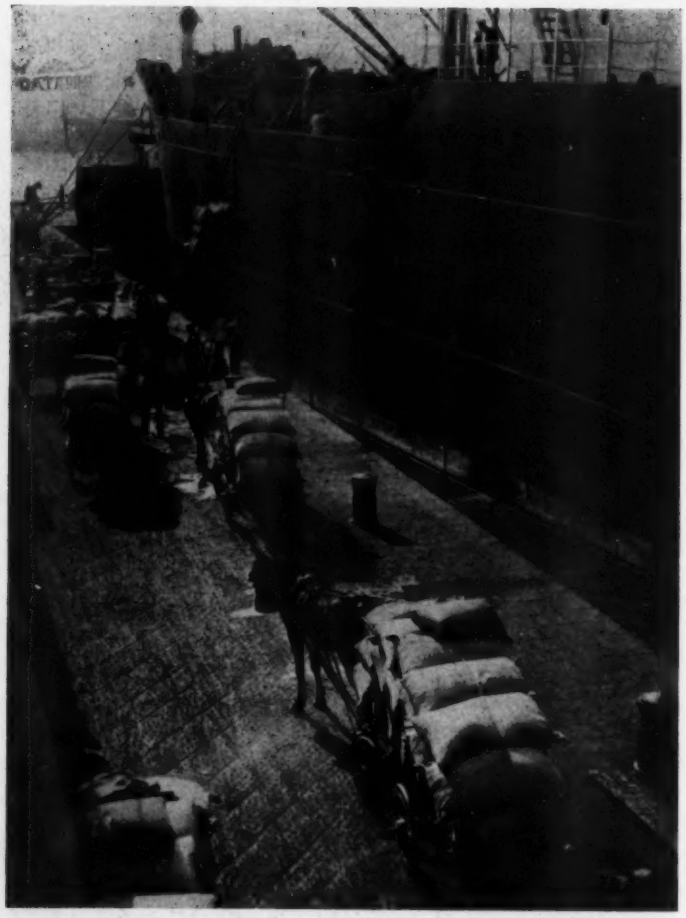
By
HERMANN R. HABICHT



**Familiar bags and boxes of almonds being loaded at Catania for shipment to the far corners of the world.**

THE growing of almonds abroad is almost everywhere a small scale undertaking—large scale production is practically unknown—and a correspondingly intricate marketing machinery has been built up in all producing sections to supply the export centers with the almonds shelled and in the shell required for their trades. There are brokers, agents, commission men, speculators and other go-betweens who canvass the countryside and the small villages, buy up or contract for the available supplies, and ship them to the larger consolidating towns, whence they find their way to the exporters.

In Sicily, it is common practice for speculators to contract with farmers for their entire almond crop in the spring of the year, thus shifting the risk of the crop from the farmers' shoulders to those of the speculating brokers. In Spain, agents are constantly scouring the country in search of bargains, looking for peasants in need of money, acting as intermediaries between growers and exporters. In some places there are markets to which supplies are brought for sale; elsewhere, endless queues of burros laden with almonds struggle through the streets from one exporter's warehouse to the next, in search of the highest bidder.

Buyers must exercise great care that the goods bought are really as represented; that the bags are not "topped" or "bottomed"; that the percentage of shells, dirt and stones is within reason; that the sprinkling can has not been used. I myself have seen an exporter in Bari "water" his almonds just before shipment to reduce his loss on a low-priced sale. A little added moisture does not materially affect the quality, is hard to detect, and will help the weight; too much water may cause the almonds to arrive in so mouldy a condition that they may be a total loss on arrival. The Fascist government is doing its best, with very considerable success, to prevent these fraudulent practices.

Photos Courtesy Habicht, Braun & Co.

### Primitive Methods Prevail

In most producing sections, the shelling is done primitively by hand. A small stone as a hammer and a flat stone as an anvil suffice as tools; labor is cheap; the percentage of chipped, damaged, or broken almonds is kept at a minimum. It is essentially a home or small scale factory job; all the members of the family contribute their labor towards the support of the whole. But there are also quite a few shelling machines in use — especially in Spain, where the greater uniformity of the almond in shell, and the higher cost of labor owing to other competing industries, seem to make machine shelling more economical than hand shelling. California uses machines exclusively.

Everywhere abroad the exporter does the final preparing for market; in the larger centers—Bari, Catania, Malaga, Alicante, Palma, Reus—there are large, modern, sanitary plants in which this work is done (during the main season in the early fall) on a tremendous scale and with great speed, so that all consumers can have their holiday almonds in ample time. There is modern machinery to grade according to size and shape, and to eliminate dust, stones, dirt, shells, and other foreign matter; at long tables sit hundreds of women hand-picking the sieved and graded merchandise, removing what the machines have left in: the faulty, defective, shrivelled, unsightly almonds—and reselecting, for the American market especially, for greater uniformity of shape, size

# Packing Almonds Candy Industry

*A sequel to "A Day with the Almond Growers" in the February issue.*

A small hillside of almonds in an Italian shelling station.

and count. The cleaned, sieved, selected and hand-picked almonds are then packed in boxes, cases, casks, bags or bales, and trucked down to the wharf for shipment to the far corners of the world.

### Germany and England Lead the Van

The requirements of the various consuming countries differ as much as the products of the many producing countries. Germany and England, by far the two largest individual consumers, take thousands of tons of ordinary almonds, often "shellers run," not even thoroughly cleaned or freed from shell, bought almost entirely on price, for the manufacture of almond paste and marzipan. These products account for only a small percentage of the American consumption. The demand for carefully graded and selected, perfectly clean almonds is increasing in Europe as economic conditions there slowly improve, but the United States is by far the largest consumer of the better varieties of foreign selected almonds.

The demand for cheaper almonds in this country has been increasingly met by the California product—benefited by a fourteen-cent per pound duty on the imported product, and throughout the Middle and Far

Harvesting time in a Sicilian almond orchard.

**Hand-picking shelled almonds in a large plant in Catania, Sicily. Note the cleaning and sifting machine in the background.**

West by advantageous freight rates —thus readily replacing the more ordinary imported almonds where price plays a deciding part. But California has been and presumably will for many years be unable to furnish the qualities, grades, sizes, flavors, shapes, and last but not least, quantities of the many varieties of shelled almonds that our highly specialized confectionery and nut-salting industries require.

Practically all shelled almonds produced abroad come from hard-shell nuts, yielding from 18 per cent to perhaps 25 per cent of their original weight in shelled kernels; the bulk of the California production of shelled almonds comes from soft-shell or semi-soft shell varieties which yield anywhere from 40 per cent to 65 per cent of their first weight in almond meats. It is obvious that the cost of growing, gathering and shelling the latter is much less than the former; this is the principal reason why California producers have concentrated on high yield tree varieties.

### Hard Shells Surpass in Flavor

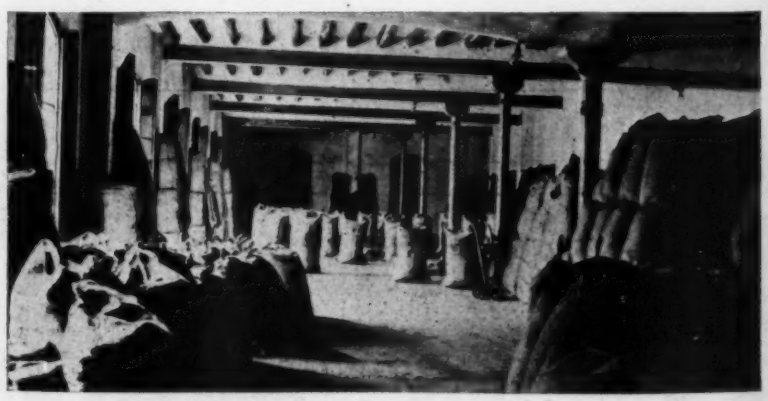
But it seems generally true that the harder the shell, the sweeter, more tender, better-flavored the almond kernel; it is better protected by the heavier shell and can afford to turn its strength into sweetness instead of expending it on a mere struggle for existence. In external qualities: appearance, uniformity of size and shape, lightness of color, the California shelled almonds of the better varieties excel; but when it comes to flavor, tenderness of meat, sweetness, and lack of fiber the better varieties of imported shelled almonds produced from hard-shell nuts cannot be surpassed.

Imported shelled almonds come in many varieties, sizes and shapes: Jordans counting from ten to twelve kernels per ounce in very small quantities for the extra fancy salting trade, to the babies of them all, counting 58 to 60 to the ounce, called extra small hand-picked, for the bar manufacturers who wish to put as many almonds into their bars as possible. The salting trade confines itself almost entirely to the larger sizes, counting not more than twenty kernels per ounce: Marconas, Jordans, Jordanettes, Valencias and Alicantes from Spain; Etnas, Giants, Avolas and Santoros from Italy; Beraudes and Flots from France. The confectioner largely uses the medium and small sized almonds: for dipping, Etnas and Alicantes; for barwork, Mayorcas, small hand-picked Baris, Moroccans, Valencias and Alicantes; for nougat and paste, Clean Palma and Girgentis, Baris and Mayorcas; for panwork, Jordans and Jordanettes; for grinding, twins and pieces from everywhere.

### Standardizing Not Understood Abroad

Depending upon the whims of the consuming public and upon the prices of the various grades, the demand for the different grades of almonds varies from year to year. More recently the high prices have curtailed the use of almonds on the part of confectioners, while the rapidly expanding salting business has made for larger sales of all salting varieties. Manufacturers are today much more insistent upon exactness of count and evenness of shape and size than ever before—the obvious requirements of large scale or machine production—a point that European exporters experience difficulty in seeing, because no similar demands are made by their European customers. Ten years ago only a few specialty almonds were sold by count—the rest on description or on sample; today almost all almonds, including even the blanched, are sold with the number per ounce stipulated. It is no easy matter to obtain uniformity in a product as little uniform as almonds; exporters abroad have found American importers, who act upon the requests of their customers, at times most unreasonable in their insistence upon uniformity. There is a complete

(*Continued on page* 59)



**An almond storehouse in Reus, Spain.**

# After-Development of Cocoa Aroma in Chocolate Coating

## XIII "Chats on Chocolate"

By ROBERT WHYMPER

*(Author of "Cocoa and Chocolate" and International Chocolate Authority; writing exclusively in The Manufacturing Confectioner)*

THE roasting of cacao has already been described as a process the main object of which today is to enable the husk to be removed easily from the nibs. Whereas, formerly, roasting was practiced to bring out the best flavor of cacao, the development of the aroma is, in modern times, allowed to take place in various subsequent processes, such as conching, for example, when heat is applied, not only to the cacao, but to the sugar also.

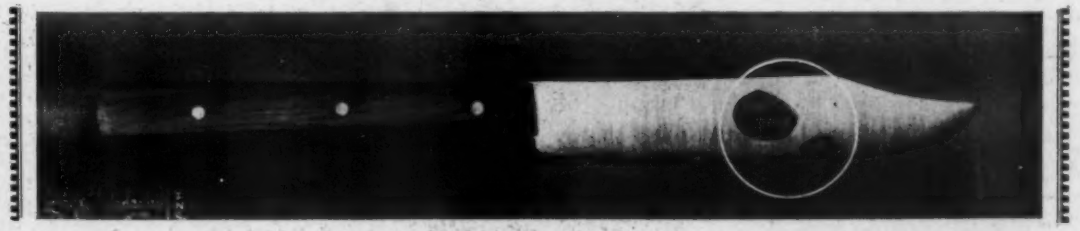
A number of reasons can be given for this change of practice, but among others is the undoubted fact that subsequent heat processes raise up a poor grade of chocolate far more than a good class of cacao can be improved by the same treatment. Chocolate made from really high grade cacaos can stand on its own merits and is never better than when prepared by the old methods of chocolate manufacture. A low grade chocolate requires some manipulation to make it passable.

### Enter "Fondant" Chocolate

If the history or trend of public taste in confectionery be followed, it will be seen that the soft, slimy milk chocolate and the finely divided, fatty or so-called "fondant" chocolate followed the boom in caramels. It was inevitable that someone should try and devise a method of getting a slight caramel flavor into chocolate, in order to take advantage of the prevailing taste. This was done by simply heating cacao liquor (which contains some 50% of fat) with the powdered sugar in an apparatus or machine in which the chocolate mass was kept in brisk agitation to avoid local overheating. If the cacao had been fully roasted, further heat treatment would obviously have burned it, and so came into being the low roast which would allow the cacao to develop its aroma during later heat treatments. Obviously, milk chocolate takes the caramel flavor more readily than plain chocolate.

It will be seen that we are making a product different from the old-fashioned chocolate by this new process, and it is certain that the natural aroma of high quality cacao is not improved thereby, while it has to be admitted that the caramel flavor is an asset to poor grades of cacaos which cannot stand on their own merits.

Roasting fully in the shell is, in my opinion, still the proper method for bringing out the fullest and the best aroma from high-grade cacao. The fact that we can



**An extreme instance of the effect of tannins upon iron is the discoloration caused by a drop of tea on a steel knife.**

detect an aroma at all in de-husked cacao products implies that it is volatile, and the work of the chemists has confirmed the fact that the essential oil of cacao is a mixture of volatile substances, about half of which are bodies of the linalool type, the other half being mainly fatty esters.

**Dissipating Aroma by Prolonged Heat Treatment**

It stands to reason, therefore, that prolonged heat treatment in open or partially closed machines, especially when the nibs have been removed from the protective envelope or shell, must dissipate into the air or evaporate some portion of the desirable aromatic principles.

The replacement of steel with stone mills is seen by the author as a point favoring the manufacture of a quality chocolate.

It is not mere fancy that cold refining, for example, better preserves the aroma of chocolate, and there is no process known which results in better chocolate than cold refining on granite rolls from block chocolate. But the necessity for large output and economy in labor prevent its practicability in large factories in these strenuous days.

It seems to me that chocolate manufacturers will have to recognize that, as in a few other industries, speed and large output are not conducive to good quality. While it is a fact that candy, chewing gum and many other products benefit by rapid mechanical processes and are actually improved by putting their manufacture on a large-scale basis, chocolate cannot be included in the same category.

There are subtle natural aromas to be considered, and exactly the same means for their proper development cannot be repeated time after time for every batch, nor can they be unduly hastened. But if the aroma is only of indifferent quality, as it is in low-grade cacaos, it certainly does not matter much what process is adopted, or how the so-called chocolate is turned out, provided that some artificial manipulation is adopted and the chocolate swamped with vanilla. And this, I take it, is the main reason why mass production today is practiced to the detriment of the product—a nasty, vicious hoop snake, which is threatening the chocolate industry.

Roasting, whichever process is practiced, must be conducted evenly, so that every cacao bean is roasted or dried to the same extent. Most roasters on the market fulfill this purpose fairly well, though there is only one that I know of that can be said to roast perfectly, and this machine is based on a sound, scientific principle. After roasting, the beans have to be cracked and winnowed, so that complete separation of the shell from the nibs is accomplished. Here again, most nibbers and huskers on the market answer the purpose, though the purchaser of a machine would do well to ascertain how fine the adjustments are that enable a minimum of husks to find their way into the nibs and that prevent an undue amount of the valuable nibs from being passed to the husk chutes. Before the war, it was a common practice for some astute merchants in Europe to pay good money for the waste husks from large factories, since by a fur-

ther careful separation it was possible for them to recover enough nibs to repay them handsomely for the trouble. Since that time, however, the winnowing machine has been greatly improved, and more attention is being paid to economy.

### Effect of Tannins on Iron

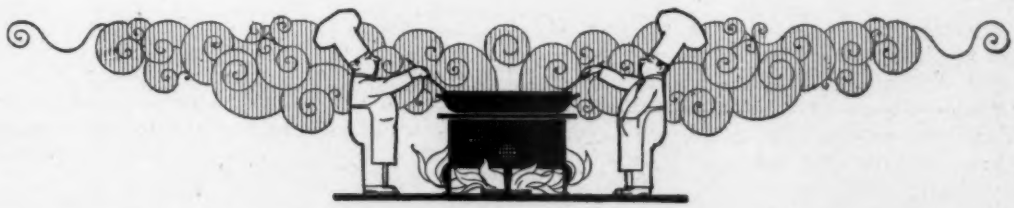
After husking, the nibs should be ground as soon as possible on stone mills. I have little use for steel mills, except so far as speed and immediate fineness of liquor are concerned, though I am aware that I am in the minority on this point. Yet I am firmly convinced that one great danger in chocolate manufacture, that is usually overlooked and that can readily spoil the fine flavor of a cacao and darken its color, is contact of chocolate liquor with iron. In a former article it was shown that a careful study was made of the migration of the tannins from the nibs to the shell during fermentation, and it was shown that some tannins, at any rate, were left in the nibs of even the finest fermented cacao. The effect of tannins upon iron in the presence of a small quantity of water is too well known to need further emphasis here, an extreme case, the black stain caused on a steel knife by a drop of tea, being sufficient to illustrate the point.

Since contact of even slightly moist chocolate with iron or steel is detrimental, it is clear that danger of metallic contamination from this cause is acute only in the early stages of chocolate manufacture. That is to say, when 100% of cacao nibs are under consideration after a light roast, it is more dangerous to allow contact with iron when grinding than when 10 to 30% only of ground cacao liquor is mixed with sugar and cacao butter and undergoing treatment on steel refiners or steel-bedded conches. In many factories, however, iron and steel apparatus is often washed with water and insufficiently dried, such negligence causing dirty-colored and metallic-tasting chocolate besides adversely affecting the quality of the chocolate in other directions.

### Maturing of Blocked Liquors

After grinding or milling the cacao nibs, it is better to block off the cacao mass and to store the blocks (30 to 50-lb. blocks are most convenient) in a clean, dry, cool store-room, whenever such a procedure is possible. In this condition the natural and best developed aroma of the cacao can be better preserved than when the liquor is kept in the hot liquid state, for obvious reasons. It is preferable also to grind the different types of cacao nibs separately and to block them separately, and to blend by mixing proper proportions of the different cacao blocks as required.

A good deal of attention has been given by the writer to the preservation and development of cacao aroma, and it has been found that within certain limits of time blocked cacao mass matures gradually to its finest aroma and flavor. Even more pronounced is the improvement in flavor by allowing plain sweet or sweet milk chocolates to mature in blocks before being used for tablets or couverture. There is, of course, a time limit for every aging process, but this hardly need concern most large chocolate manufacturers who work mainly from hand-in-the-factory to mouth-of-the-consumer without any attempt to mature their products.



# Canadian Confectionery Industries Hold 12th Convention

## *President Saunders Calls for Greater Cooperative Effort at Montreal Gathering*

THE Confectionery, Biscuit and Chocolate Industries of Canada held their 12th annual convention at Montreal, Que., on June 19 and 20. The two-day sessions were well attended and produced impressive evidence that manufacturing confectioners in the Dominion are more inclined than ever to solve production and distribution difficulties by means of co-operative effort.

That confectionery, as an industry, occupies a place of growing importance in Canada's economic life, was indicated at the convention by President F. T. W. Saunders. The year 1928 show an increase in confectionery production of about $1,500,000 over 1927, he said. This represented an increase of 11.7 per cent in quantity and 11 per cent in value.

In other words, although per capita consumption rose from 11.72 pounds in 1927 to 12.37 pounds in 1928, there was a slight downward swing to prices. This Mr. Saunders attributed to: (1) consumer preference for lower-price goods; (2) cheaper raw materials; (3) greater manufacturing efficiency; (4) more intensive competition.

### Frenzy for Sales Volume Not Justified

OTHER definite characteristics of the confectionery business during the past year, he declared, were the realizations:

1. That indiscriminate multiplication of manufacturers' sales accounts in order to increase distribution was not, on the whole, justified by results.

2. That the investment in stocks of raw materials, finished goods and containers turned over about 6 times a year.

Said President Saunders in opening the convention, "One of the disturbing factors in our business is still the fact that we are not faithfully standing by our jobbers' list. Through the weak-minded policy of listening to our salesmen, we are throwing away every year in extra discounts, many thousands of dollars for which there is not the least justification; and by so doing are up-setting the legitimate jobbers and considerably increasing our difficulty of obtaining jobber-cooperation by addition to the list of the alleged jobbers. We must get to the point where under no circumstances will we supply any man on jobbers' terms until he is definitely established by our association as entitled to these terms.

"The longer I live in Canada, English in birth, outlook and education though I am, I confess to an ever growing consciousness that it is the duty of all who live in this country to foster, firstly Canadian trade, secondly I think we should foster the trade of the British Empire, and then perhaps that of our near neighbors to the south who have played no small part in assisting in the development of this great country. I have no intention of talking party politics when I say, purely and from a business standpoint, that acting on the example of our American neighbors we would do well to profit by their experience and develop the trade of Canada by any legitimate means at our disposal, in order to bring about increased trade.

### U. S. Tariff May Help Canadian Industries

"I THINK that those who take the point of view that America's attitude is unfair in increasing the height of her tariff wall against Canada, would be better advised to lend their energies in assisting to build up public sentiment in favor of similarly increasing our own tariffs, not with the idea of retaliation, but from the economic standpoint of developing business within our own domain, which is not only a perfectly legitimate aim, but is sound common sense also. It might not be a bad thing for Canada, if through the imposition of suitable tariffs we are compelled sometimes to buy articles which may not be quite up to the standards of similar articles from abroad, because it is sure that only through the development of our first efforts, we can hope to progress to higher standards and ultimately become leaders in industry.

"Once again I desire to emphasize

that in framing of policies, due regard must be given to the varying interests of our members, and the nature of their marketing policies. Any attempt to enforce a uniform system as applicable to the whole, is bound to be abortive. Let us endeavor to work out fundamental principles to which all of our members may subscribe and then seek to make the best possible arrangements for a uniform policy of marketing, where the interests of various members are more or less identical. We must not seek to impose conditions on any particular industry or group of traders which will make it impossible for them to live, but we do desire to outline ethical practices which are sound in themselves and lead to more stable conditions in our industry.

### Bar the Man Who Owns a Dirty Plant

"IMPOSSIBILITIES and Possibilities of Hygiene in Food Establishments" was the title of a forceful talk delivered to the convention by P. N. Carle, Supervisor of Food Establishments, Montreal. "In the candy plant as in every other food factory," said Mr. Carle, "eternal vigilance is the price of cleanliness. A never-ending war must be waged against insects, rodents, bacteria, the yeasts of the air and the unsanitary habits of the workers. I could tell you many stories about the dishonest and unfair competition that exists right here in Montreal amongst the biscuit and confectionery trade, and the cheapest manufacturers, as a whole, are the guilty parties.

"I am, and always was, really surprised to see the inactivity of the better class manufacturers, who should, I think, take proper steps to protect their invested capital, and themselves, against this dirty lot of poisoners and of thieves.

"Why not make a general survey of all confectioners of the Dominion? Why not refuse membership into your ranks, to all those mushroom manufacturers, who without experience and without the necessary appliances embark upon a sure-short-live enterprise in old unfit premises, or in shacks, and fail to the cost of the health of those who patronize these dirty and unfit dealers? It is in these places that I found unsanitary or potential breeders of germs which ravage a city's life, and exact a dreadful toll as the years pass.

"Nowadays people are demanding and are insisting that food products of all kinds be manufactured under clean and sanitary conditions, and there can be no discussion against consumers' demands as they have such right. I therefore strongly advocate and I cannot emphasize too emphatically that the manufacturers whose plants are not just as they should be, proceed without delay to clean up their establishments and keep them clean. It does not take long to put a plant in spick and span order, nor does it take long to dust it up again, if proper cleanliness is not practiced. It has been said that the floor of a plant should be so immaculate that one could eat a meal from it and still relish the food. This is going a bit strong, but the cleaner should never be clean enough in the modern confectionery plant.

"The public in general does not kick. It quits. And you are the losers if you fail to satisfy the public taste and demands."

### How to Minimize Credit Losses

THE readiness of the Better Business Bureaus of Montreal and Toronto to help manufacturers in fighting credit frauds was explained by Harold J. Inns, General Manager of the Montreal Bureau. He detailed a number of cases in Montreal where attempts to defraud creditors had been made and prevented by the Better Business Bureau.

"There is one outstanding and overworked evil in business today," he declared. It is the willingness of creditors to accept offers of compromise. We have in Montreal about a hundred trustees, and the majority of them make their living by arranging settlement for debtors, who really are in a position to pay 100 cents on the dollar.

"These trustees make a business of seeking out merchants and storekeepers, persuading them to compromise with their creditors. For this they usually ask a fee of from $500 to $1,000, and they go so far as to guarantee settlements between 25c and 35c on the dollar. More often than not, these trustees are successful in arranging such affairs.

"There is no doubt that every time you agree to take less than 100c on the dollar, you pave the way for another bankruptcy. It is most discouraging to your other customers and it creates very unfair competition to compromise for any amount under 100c on the dollar *without first getting the facts.*

"Let me most definitely urge everyone here to try and treat every bankruptcy on its merits. Try and get the facts on each one. Go back and try and find the cause of each failure and if you are satisfied that it is the result of a regular business hazard, then give the debtor another chance—give him an opportunity to make a come-back in business.

"If, on the other hand, it is found that there has been some monkey-work, preferential payments, or if the debtor cannot account to your satisfaction his affairs, then by all means sell him out piece by piece and do not give him a compromise that will discourage your other customers who are paying you 100c on the dollar.

"You may say, of course, 'How can we get the facts?' My answer to that question is, the next time you figure as a creditor in a bankruptcy, send your proxy to the Better Business Bureau. The Bureau will represent you at meetings of creditors, will treat every case on its merits and will get the facts for you."

### Officers for the Coming Year

**W. A. Patterson,** President, Paterson Candy Co., Ltd., Toronto, Ont.
**H. V. Hansen,** 1st Vice-Pres., Canada Biscuit Co., Ltd., London, Ont.
**Jas. Wardropper,** 2nd Vice-Pres., The Rowntree Co., Ltd., Toronto, Ont.
**C. J. Bodley,** Hon. Treas., C. J. Bodley, Ltd., Toronto, Ont.
**W. E. McMurtry,** Secretary and Manager.

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# ACCURATE and Uniform Coating and Cooling mean GREATER profits . . .

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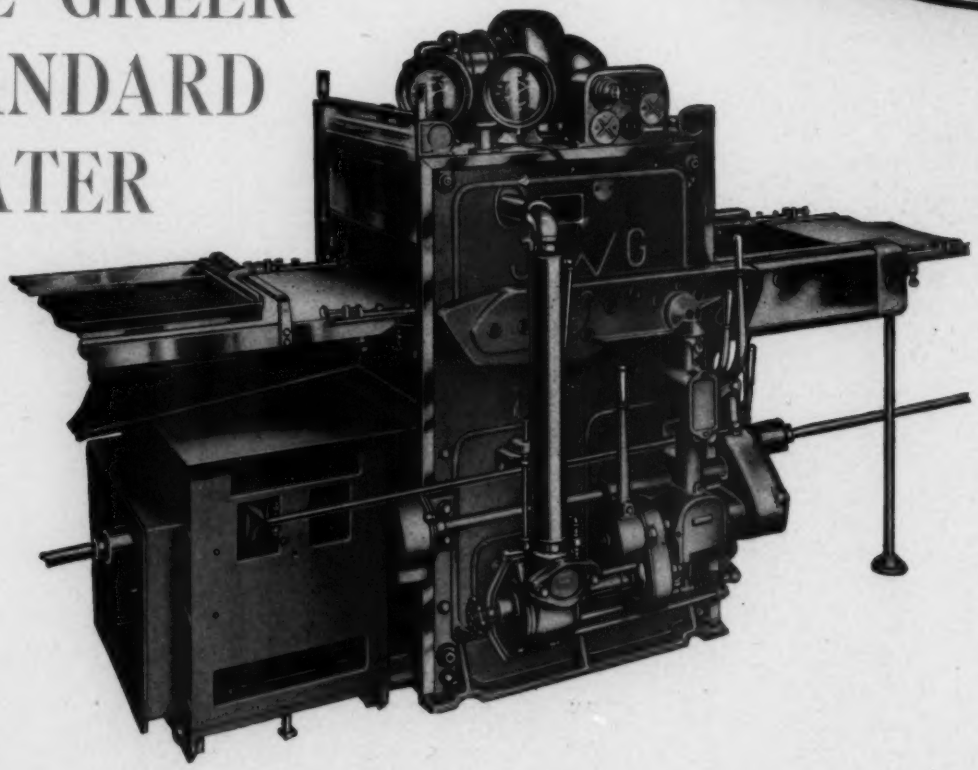
# THE GREER STANDARD COATER



There are doubtless many ways of increasing profits yet one of the most obvious ways is usually very reluctantly used—the replacement of obsolete machinery with the latest and most efficient available.

The manufacturer who can produce the best coated goods with the least Labor, Material and Waste is going to win out in the long run.

Are you operating your Coating department under a handicap? If it is not equipped with Greer Coaters you are! The Greer Coater is noted the world over for its accurate and uniform coating, its large output of high quality goods, its remarkable freedom from mechanical troubles—hence small upkeep,—and its ease of operation.

**J. W. GRE C**

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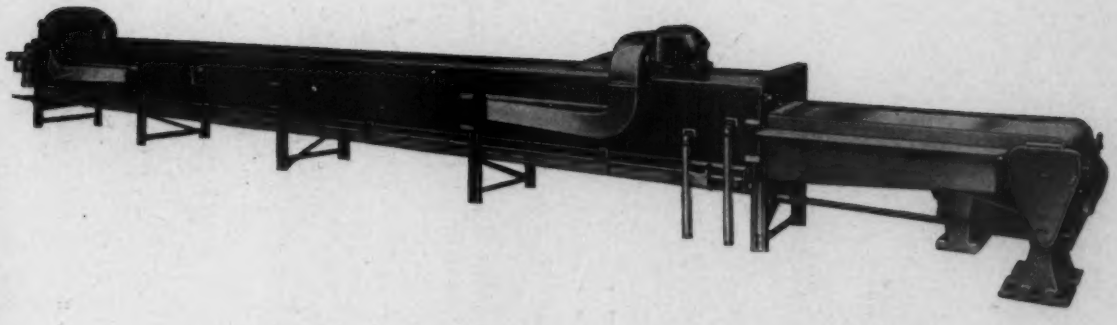
**119-137 Windsor Stree C**

# UNIFORM COOLING
## Irrespective of Weather Conditions . . . . . .



# GREER COOLING TUNNEL

In order to be classified as a good chocolate it is necessary for a center to be good in the first place, and then it must be coated and cooled correctly. A wonderful center can be absolutely ruined by imperfect coating and cooling or it can be made into a product of which you can justly be proud. Is it wise to take a chance when you can be certain simply by coating and cooling your centers on Greer machines?

The J. W. Greer Co. has specialized in chocolate coating and cooling equipment for several years. Many of the leading confectionery manufacturers have found that the installation of Greer Coating and Cooling machines has eliminated their troubles.

The results we have obtained for others justify our assurance that we can help you.

You incur no obligation by asking for our assistance.

GRE COMPANY

Manufactu Confectioners'
Machinery ys Dividends

dsor Stree CAMBRIDGE, MASS.

# A Super Gets the "Inside" On Mechanical Refrigeration

By N. W. KEMPF
*(Chemical Engineer)*

"MIGHT as well shut up shop and go home," grumbled the super as he slumped into a chair beside the chemist's desk.

"What now?" asked the chemist as he set a beaker full of evil-smelling liquid down on one of the lab tables and strolled over to his desk.

"Oh, I don't know—it's so blamed sticky upstairs we can't even pack caramels and nougats, let alone hard candy. I never saw anything to equal this place. You tell the engineer to fire up the system and all he does is fire alibis—'high head pressure' or what have you—that guy's a genius—he can give me anything I want, *except* refrigeration."

"Cheer up, Ed—this is the first time you've had that sort of trouble in months and months—besides, it *is* raining pretty hard today."

"I guess you're right, Bill. We haven't had much refrigeration trouble lately—but it would have to happen when I'm swamped trying to get out that order for the Delanos. What do you suppose is the matter with the system now?"

"Don't ask me, Ed. I've got enough to do to handle the chemical end of this place—without butting in on the engineer's job. Have some chicken a la king and forget your troubles. Of course, I might have expected that you'd come in around lunch time to bone a meal off me. Giovanni just brought down some of his grape juice for me to test—guess you can help me do that, can't you?"

"Boy, oh boy, that's the first cheerful news I've heard today. Giovanni knows *how* too. Say, tell me something about this refrigeration business. What happens when Wilson gets his 'head under pressure' and why can't he let it off somewhere so that we can get some cold air upstairs?"

***Yes, Bill and Ed are flesh-and-blood characters, very real and very human. These discussions of theirs on the practical aspects of candy engineering and candy chemistry have actually taken place across a laboratory desk over a sandwich or a can of soup in much the same manner as that described.***

***The Bill and Ed series comprises what we believe to be the first attempt to put across to the practical fraternity the simpler facts of candy chemistry in a language which everybody can understand. No highfalutin' symbols or mile long chemical terms to floor the uninitiated—just the straight dope in plain, "ornery", everyday language.—Editor.***

"Good grief, Ed, I thought I told you I'm only the chemist—"

"Yes, I know; I heard that before. But only this morning I heard you getting into a swell argument with Wilson about the water in his ammonia or something, so don't play dumb; you know enough about it to satisfy me and maybe you can spread it out thin so an ornery candy super like me can see through it."

Bill applied a generous portion of his chicken a la king to Ed's sandwich and said: "Seeing it's you, I'll do the best I can, Ed; where shall I begin?"

"Better make believe I never heard anything about refrigeration before, Bill, and start with the A, B, C's. Maybe what I know about it already is wrong anyhow. For instance, why is ammonia cold?"

"It isn't necessarily. If it were, you wouldn't be complaining about sticky rooms. You have to bring it to a boil first in order to make it cold."

"Bring it to a boil to get cold? Gosh, that's a hot one. What is that pipe tobacco you're working on now—hasheesh?"

"It's a fact, Ed. All liquids get cold when they boil—some more than others. In the case of ammonia—the latent heat of vaporization is extremely high, and—"

"Strike one!" the superintendent interrupted, "you'd better describe that latent heat business before you begin to get over my head. Sometimes you shoot these things in on me when I'm not looking and afterwards tell me I didn't pay attention."

"Latent heat of vaporization? That's the number of heat units necessary to change a unit weight of liquid into a gas at the same temperature. For example, if we supply heat to a tank of water, its temperature will go up and keep on going up until it reaches the boiling point, which is 212° F., or thereabouts, at average atmospheric pressure. When this point is reached, you can continue to supply heat to the water, but instead of increasing its temperature, the water changes to steam at the *same temperature*. Since more heat was applied without raising the temperature, it is obvious that the additional heat must have been utilized in making the change. The heat used up in this manner is called water's 'latent heat of vaporization'."

"I've boiled water long enough to know that much, old timer—that

doesn't tell me how ammonia gets cold when it boils!"

"Hold your horses, Ed, I'm coming to that in a minute. There is a third factor entering into the process and that is *pressure*. Water boils at 212° F. under ordinary atmospheric pressure; under increased pressure, higher temperatures are required to make it boil; under reduced pressure it boils at lower temperatures. That is why, in our steam boilers downstairs, where we maintain a pressure of 125 lbs., the water in the system boils at 352° F. On the other, if you were to put pure water under a reduced pressure of say, 1 lb. per square inch, you would find that it boiled at a temperature around 100° F. instead of 212°."

"I'm waiting patiently for you to tell me why ammonia gets cold when it boils," said Ed. "I think you've got yourself in some of this hot water you're talking about and are trying to make me forget the point at issue."

"All right," laughed the chemist good-naturedly, "let's come back to ammonia. At ordinary temperatures and ordinary atmospheric pressure, ammonia is, as you know, a gas. In order to change ammonia into a liquid at room temperature (say 68° F.), it is necessary to put it under a pressure of 110 lbs. per square inch. Under these conditions, it will liquefy. Now, if we take this liquid ammonia and suddenly release the pressure, it will boil violently, because it cannot exist as a liquid at temperatures above its boiling point. You see, its boiling point at atmospheric pressure is 28° F., below zero. The heat necessary to supply the necessary latent heat of vaporization must come from somewhere, so the boiling liquid extracts this heat from its surroundings. To a large degree, it is surrounded by itself; consequently, as it boils, it not only gets colder itself, but also abstracts heat from its container.

"You see it isn't really a paradox after all, but merely the operation of the same natural laws which govern the boiling of water. The difference is only one of temperature; the ammonia having a much lower boiling point than that of water."

The superintendent leaned back in his chair and thought this over for a moment.

"Do you mean," he said, "that all those frosted pipes in our bunkers up stairs are full of boiling ammonia?"

## Previous Chapters in the "Bill and Ed" Series:


pH (Hydrogen-ion Concentration) .....October 1927 (Page 42)
pH in Sugar Solutions.....December 1927 (Page 40)
Protective Colloids .....May 1928 (Page 48)
Buffer Salts .....November 1928 (Page 48)
The Family of Sugars.....December 1928 (Page 50)
Candy "Doctors" and Catalyst "Poisons".....April 1929 (Page 50)
Mechanical Refrigeration .....Current Issue


***(Readers inquiring for back copies will be gladly accommodated as long as the supply lasts.)***

"Of course, it would take you to jump to that silly conclusion, Ed. No, in a compressor system like ours, while the same general principles apply, the operation is a little more complicated. The compressor pumps ammonia gas into a condenser. There it is cooled by a jacket of running water. A pressure is developed beyond which ammonia can no longer exist in gaseous form, and it condenses into liquid ammonia."

"More of your convenient 'natural laws' I suppose," interrupted the super.

"No, Ed, it's the same law put into reverse. When you compress a vapor or a gas, heat is developed. In the condenser, the cooling water removes this heat, but the compressor keeps building up the pressure until finally the gas ammonia condenses to a liquid ammonia."

"Just the opposite of boiling."

"Precisely. And being the reverse of boiling, as the gas condenses to a liquid, the stored up 'latent heat of vaporization' which it took on in going into the gaseous state is liberated. It is the job of the cooling water to take this away. This is quite a job for the cooling water because a substantial amount of these heat units suddenly start looking for a place to go. You can't really blame Wilson for having a headache over high head pressure when his cooling water has become so warm that it no longer takes up the heat readily. It means that an even higher pressure is necessary to liquefy the ammonia and keep the system going the way you want it."

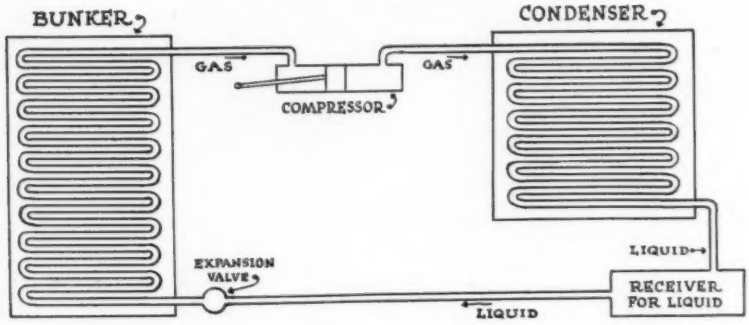
"Then if I look at the thermometer and find that the temperature is going up, it means that old boy Wilson is going to have to push the boilers for more pressure in order to turn the ammonia gas back into a liquid."

"Right. But to come back to where we left off, so long as the cooling water maintains a constant temperature in the condenser, the compressor maintains a constant head pressure and the ammonia keeps right on condensing. As it does so, it drains down by its own weight into the receiver. From there it runs up through a pipe to the expansion valve in the bunker."

"Hey, wait a minute, Bill; not so fast. First you say it runs down; and then it runs up. How come, it runs up? What makes it do that?"

"The difference in pressure between the receiver and the other side of the expansion valve. In the condenser the pressure is the same throughout. The liquid can run down hill to the receiver which is at the same pressure. However, be-

## Typical Absorption System




yond the expansion valve, the piping is connected to the suction end of the compressor, which is at much lower pressure. This difference in pressure forces the liquid up through the pipe."

"Sounds reasonable. But what is the expansion valve there for? What does that do?"

"Why, it's a valve with a very small opening or nozzle which lets a small stream of liquid pass through it continuously into the pipes in the bunker, which are, of course, under a low pressure on account of being connected to the suction compressor. As this liquid stream reaches the low-pressure area, it instantly boils to a gas, extracting the required 'latent heat of vaporization' from itself. As a result, the gas formed is very cold and serves to cool all the pipes in the bunker."

"Say, that sure is a clever idea, Bill. Why doesn't somebody try to get a patent on it?"

"That's nobody's pet idea, you poor dumb-bell," rejoined the chemist. "You know perfectly well that that principle has been used for years."

"Well, to tell you the truth," said Ed, a trifle sheepishly, "I didn't. I've often wondered about refrigeration systems but never knew exactly what made them work. It all seems so darned simple now, that I'm wondering what *can* go wrong with it, as long as the compressor works."

"Lots of things can go wrong with it, Ed. In the first place, if water gets into the system it freezes to ice in the expansion valve and clogs up the whole works. Then, again, if air collects in the system the head pressure goes away up, because it requires a higher pressure to condense the ammonia in a mixture of air and ammonia than in pure ammonia gas. Wilson can probably tell you lots more, but that's all I can think of offhand besides leaks."

"That's plenty, and I don't want to get Wilson started. He was telling me we ought to have an absorption machine in this plant. Is that very different from the one we've got or is it just a trick of his to get some new machinery in the plant?"

"Yes, it is quite different in principle and I think he's right, Ed,—that the absorption system is preferable for a large candy plant like this where we have a lot of waste exhaust steam from the kettles. However, it would hardly pay us to junk our compressors and change over because the absorption system is rather expensive to install."

"What is it? Some scheme to compress with low pressure steam?"

"No, it uses an entirely different principle and has no compressor. Instead, there is a generator into which a strong aqua ammonia is pumped by means of a small pump run by a motor. This generator is heated by a coil using the exhaust steam from the plant. When necessary, this can be supplemented with live steam. When aqua ammonia is heated, the ammonia gas is driven off and since this occurs in a closed system, increased pressure results. The gas, carrying some water vapor with it, is passed through a rectifier to remove the water, after which it passes into a water-cooled condenser similar to that used in the compressor system. Here the combination of pressure and cooling liquefies the ammonia. The liquid ammonia passes through an expansion valve into the low pressure side and gives refrigeration in the bunkers, and there you are."

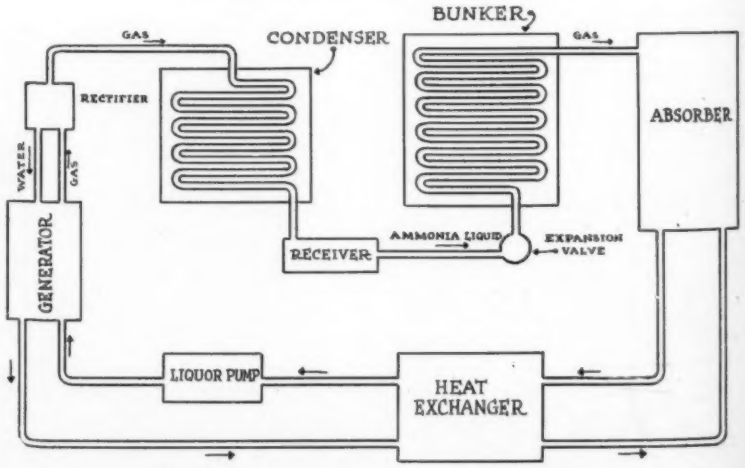
"No I'm not. I'm blessed if I see how you get a low pressure side in a closed system unless you pump it out with a compressor."

"That's my fault, Ed. I guess I forgot to tell you that the spent ammonia water from the generator is cooled down and sprayed into an absorber. In the absorber it comes in contact with the gas from the expansion valve. Being very soluble in *cold* water the ammonia gas is absorbed by the water. Having been absorbed, there is nothing left to give pressure, consequently this section of the system is working under reduced pressure. The pump takes this strong ammonia water and returns it to the generator to repeat the cycle."

"Sounds to me as if it must take a lot of heat and cold water to run a system like that—there are so many places where you have to heat up or cool down," objected Ed.

(*Continued on page* 53)

## Typical Compressor System



# Once More Candy's Energy Value Is Proved

***Fatigue Tests at Colgate University Laboratories Show How Candy Stimulates Activity***

A CURE for "midnight blues," the don't-care-a-hang feeling of fatigue that comes from protracted loss of sleep, has been announced by the psychological research laboratories of Colgate University.

For more than four years the laboratories under the direction of Dr. Donald A. Laird have probed the mysteries of sleep to obtain new and experimentally verified facts on the subject.

Eight "human guinea pigs" selected from the student body of the university were recently voluntarily isolated in a ten-room mansion on the Colgate campus, eating scientifically prepared food and submitting to laboratory tests at all hours of the day or night to furnish the data on which Dr. Laird has based his findings.

During the scholastic year just closed the laboratory spotlight was turned on the problem of relieving fatigue and excess physical and mental strain which results from long periods of wakefulness.

### Offsets Loss of Sleep

"OUR tests have shown conclusively," Dr. Laird said, in making public his findings, "that it is possible to stay awake for greater lengths of time and with far less after-effect in the nature of fatigue when highly concentrated energy foods such as cakes, candy or sweetened drinks are consumed at intervals during the night.

"The sugar contained in the sweet foods supplies the additional energy demanded by the muscles and aids in relieving the natural fatigue that follows exercise or periods when the muscles are tense and forced to do more than the normal amount of work called for in the average routine. Sugar was selected for these tests because it is rapidly assimilated, passing into the blood a few minutes after it is eaten. Other foods which might have been used as a source of energy are not so highly concentrated and take longer to digest and become of value to the body."

The tests were conducted over a period of three weeks with the students staying awake all Saturday night, during which time they followed a carefully arranged schedule which included both work and play. Laboratory assistants watched closely each move and noted on special forms the reactions of each of the volunteers.

"The first night," Dr. Laird said, "the students had little difficulty in keeping awake. They studied for several hours and then were permitted to play chess, checkers, bridge or any other form of entertainment that they preferred. Cake, candy and sweetened drinks were served at intervals during the night.

"Shortly before noon on Sunday the students were permitted to go to bed and sleep for thirteen hours. Fatigue tests were then made at noon, Monday. The reports of F. K. Berrien, technician, and H. H. Wille, Jr., assistant, showed that the students were about 50 per cent more tired on Monday even though they slept thirteen hours than they would have been under a normal routine.

"Two weeks following the experiments were repeated but this time the sugared drinks were omitted. Instead the students were given a type of candy which contains no sugar and a drink flavored with saccarine, a sweetener that has none of the energy value of sugar.

### Energy Foods Essential

"FROM this test the laboratory obtained significant data which clearly indicates that it is apparently easier to keep awake with less resulting fatigue when energy foods are eaten. The study period which lasted until 3 a. m. found the students much more irritable and less inclined to concentrate, and at bedtime Sunday noon they apparently were about 25 per cent more fatigued than after the previous all night vigil when they had been given energy foods."

The report submitted by F. K. Berrien showed that shortly before dawn a chess game which had been in progress less than an hour ended abruptly when one of the players upset the table and scattered the chessmen over the floor. Another student attempted to walk through a window believing it was a door, while a third insisted on talking over the telephone.

It was apparently much more difficult for the technicians to keep the students awake.

After the thirteen-hour sleep which followed the first experiment *when sweetened foods were given,* the students awakened without effort and seemed greatly refreshed, but following the second test they refused to get up when called and slept for an additional hour and a half.

Mr. Berrien's report also indicated a more pronounced nervous condition with shortness of breath and inability to concentrate.

The test given during the third and final week was conducted with the students again being fed the sweetened foods. As in the first test, they found little difficulty in keeping awake and apparently recovered quickly after the sleep period.

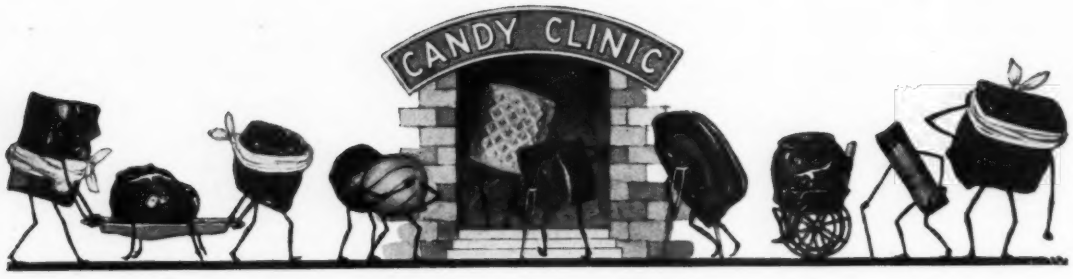
### Candy Conquers Fatigue

"THE results of our tests," Dr. Laird continued, "clearly indicate that workers who find it necessary to stay awake when they would normally be in bed can greatly offset the feeling of fatigue that comes during the night and on the day following by indulging in a sweet snack in the form of sweetened drinks, candy or any other food that contains sugar.

"Applying our conclusions to everyday habits, perhaps an explanation is offered why persons who go to a restaurant after the theater or others who frequent night clubs until the early hours, seem refreshed and eager to work the next day after a few hours' sleep.

"Science has long known the value of sugar as an energy food. During the night these frequenters of restaurants and clubs order generously of sweet foods, preferring them to the heavier meat and vegetable dishes, and in doing this they are following a sound, scientific formula for offsetting fatigue.

"Therefore if it is necessary to lose sleep, it can be lost much more easily if sweets are eaten before and during the period when it is essential to remain awake. By doing this you will be cheerful rather than irritable, and you will have more pep the next day."




*The Candy Clinic is conducted by one of the most experienced superintendents in the candy industry. Each month he picks up at random a number of samples of representative candies. This month we continue to analyze Summer goods; next month it will be Hard Candies and Plastic goods. Each sample represents a bona-fide purchase in the retail market, so that any one of these samples may be yours.*

*This series of frank criticisms on well-known, branded candies, together with the practical "prescriptions" of our clinical expert, are exclusive features of the M. C.*

# More Summer Goods

**Code 7A 30**

**Marshmallow Paste—1⅞ ozs.—5c**

(Purchased at a refreshment stand in New York City.)

**Appearance of Package:** Good. Five pieces of marshmallow jelly packed in a tray with open top. Wrapped in white transparent cellulose.

**Jellies:** Orange, Licorice, Lime.
**Flavor:** Fair.
**Texture:** Good.
**Colors:** Good.
**Crystal:** None. Sanded.

**Remarks:** This package looks too small. More "spread" is needed.

**Code 7B 30**

**Assorted Gum Drops—5 Pieces—5c**

(Purchased in a retail candy store in Brooklyn, N. Y.)

**Appearance of Package:** Good.

**Gum Drops:** Lemon, Raspberry, Lime, Orange and Licorice.
**Flavors:** Good.
**Colors:** Good.
**Texture:** Good.
**Crystal:** None. Sanded.

**Remarks:** This is a good size package of gums for 5c.

**Code 7C 30**

**Chocolate Peppermints—4 Pieces—5c**

(Purchased in a drug store in New York City.)

**Appearance of Package:** Good. Open top tray used. White transparent cellulose wrapper.

**Chocolate Mints:**
**Coating:** Good.
**Center:** Good.
**Flavor:** Good.

**Remarks:** This makes a good looking package but four pieces for 5c seems a trifle high in price.

**Code 7D 30**

**Butterscotch Caramel—2 ozs.—5c**

(Purchased in Chicago, Ill.)

**Appearance of Package:** Very good. White foil printed wrapper with red band around center.

**Butterscotch Caramel:**
**Flavor:** Not right.
**Color:** Good.
**Texture:** Good.

**Remarks:** The flavor of this piece is not a good butterscotch. It tasted more like molasses flavor.

**Code 7E 30**

**Caramel—2 ozs.—5c**

(Purchased in Chicago, Ill.)

**Appearance of Package:** Good.

**Caramels:**
**Flavor:** Fair.
**Color:** Good.
**Texture:** Too tough.

**Remarks:** This piece is not up to standard. It needs checking up.

**Code 7F 30**

**Nut Caramel—6 Pieces—5c**

(Purchased in Chicago, Ill.)

**Appearance of Package:** Good.

**Caramel:**
**Color:** Fair.
**Flavor:** Fair.
**Texture:** Good.

**Remarks:** This piece needs checking up.

**Code 7G 30**

**Watermelon Slices—1 Piece—1c**

(Purchased in Chicago, Ill.)

This goods sold by the piece.

**Watermelon Slice:**
**Appearance:** Good.
**Colors:** A little too deep.
**Flavor:** Good.
**Texture:** Good.

**Code 7H 30**

**Orange Slices—1 Piece—1c**

(Purchased in Chicago, Ill.)

This goods sold by the piece.

**Orange Slice:** Made of cocoanut.
**Flavor:** Good.
**Colors:** A little too deep.
**Texture:** Too tough.

**Remarks:** This would be a good one cent piece if it were made with a little more care.

**Code 7I 30**

**Licorice Gum Drops—2 ozs.—5c**

(Purchased in Chicago, Ill.)

**Appearance of Package:** Good. Six licorice gum drops wrapped in white transparent cellulose.

**Gum Drops:**
**Color:** Good.
**Texture:** Good.
**Flavor:** Good.
**Crystal:** Good.

**Remarks:** This is a good eating gum drop for the price.

**Code 7J 30**

**Assorted Jellies—½ lb.—15c**

(Purchased in Chicago, Ill.)

**Appearance of Package:** Very attractive and original.

**Box:** Tray type of container with open top and diamond shaped openings in sides. Wrapped in white transparent cellulose. This makes an excellent display package.

**Jellies:** Lemon, Sassafras, Anise, Lime, Cinnamon and Orange.
**Flavors:** All good, except the lime, which had an off flavor.
**Colors:** Good.
**Crystal:** None. Sanded.
**Texture:** Good.

**Remarks:** This package should be a very good seller. Appearance alone is much in its favor. The lime flavor needs checking up.

**Code 7K 30**

**Jelly Drops—8 Pieces—5c**

(Purchased in Chicago, Ill.)

**Appearance of Package:** Very good. Gums packed on chip board layer and wrapped in white transparent cellulose.

**Gums:** Licorice, Lemon, Orange, Raspberry and Lime.
**Flavors:** Good.
**Colors:** Good.
**Crystal:** None. Sanded.
**Texture:** Good.

**Remarks:** This is a good looking 5c package.

**Code 7L 30**

**Assorted Jelly Drops—5 Pieces—5c**

(Purchased at a refreshment stand in New York City.)

**Appearance of Package:** Good. Five pieces of fruit shaped jelly in white tray with open top. Wrapper of white transparent cellulose.

**Jellies:** Orange, Lemon, Raspberry and Lime. One piece had no detectable flavor.
**Flavors:** Not good.
**Colors:** Too bright.
**Texture:** Good.
**Crystal:** None. Sanded.

**Remarks:** Flavors are not right. Should be checked up.

**Code 7M 30**

**Fig Paste—5 Pieces—5c**

(Purchased at a refreshment stand in New York City.)

**Appearance of Package:** Good. Five pieces of sugared fig paste. Wrapped in white transparent cellulose.

**Figs:**
**Flavor:** Good.
**Texture:** Good.
**Color:** Good.

**Remarks:** This should be a good 5c seller.

**Code 7N 30**

**Fruit Nougat—2 ozs.—5c**

(Purchased in a retail candy store in Brooklyn, N. Y.)

**Appearance of Package:** Good. Fruit nougat wrapped in glassine wrapper.
**Flavor:** Good.
**Texture:** Good.
**Color:** Good.

**Remarks:** This is a good nougat bar at the price of 5c.

**Code 7O 30**

**Chocolate and Vanilla Nougat—1¾ ozs.—5c**

(Purchased in Chicago, Ill.)

Bar wrapped in glassine wrapper with printed transparent cellulose window.

**Coating:** Fair.
**Center:** Chocolate and vanilla light nougat.
**Flavor:** Good.
**Texture:** Good.

**Remarks:** This is a good tasting bar. The wrapper is well made up.

**Code 7P 30**

**Molasses Peanut Butter Sponge—2 ozs.—5c**

(Purchased in Chicago, Ill.)

**Appearance of Package:** Good size for a 5c seller.

**Bar:** Milk chocolate covered molasses peanut butter sponge.

**Coating:** Good for a 5c bar.

**Center:** Molasses sponge with peanut butter filling.

**Flavor:** Good.

**Remarks:** This bar has a good taste but molasses is a little too chewy. Suggest molasses be cooked a trifle higher.

**Code 7Q 30**

**Chocolated Covered Date—1½ ozs.—5c—5 pieces**

(Purchased in Chicago, Ill.)

**Package:** 5 milk chocolate dipped dates on board wrapped in printed white transparent cellulose.

**Coating:** Fair
**Dates:** Good.

**Remarks:** This should be a good 5c seller.

***(The following samples were received too late to be included in this month's Clinic photo. Editor):***

**Code 7R 30**

**Summer Assortment—14 ozs.—80c**

(Purchased in manufacturer's retail store, San Francisco, Calif.)

**Appearance of Package:** Neat and seasonable.

**Box:** One layer full telescope. Green with name in white.

**Appearance of Box on Opening:** Fair. Salted almonds all over the box.

**Contents:**
**Caramel Marshmallow:** Caramel grained.

**Pink Almond Nougat:** No flavor could be tasted. Color too deep.
**Vanilla Fruit and Nut Fudge:** Good.
**Green Nut Nougat:** No flavor could be tasted. Color too deep.
**Crystallized Marshmallow:**
**Peppermint Jelly:** Good.
**Vanilla Nougat Caramel:** Good.
**Turkish Paste:** Good
**Orange Marshmallow Jelly:** Good.
**Chocolate Marshmallow Caramel:** Good.
**Salted Almonds:** Soft—not good eating.
**Red Marshmallow Jelly:** Texture good but could not tell what flavor was used.
**Chocolate Marshmallow Fudge:** Good.
**Vanilla Nut Fudge:** Good.
**Pecan Cream Roll:**
**Assortment:** Too small.
**Remarks:** Suggest an outside wrapper be used—either glassine or transparent cellulose. A wax liner and more substantial dividers are needed in this box. Suggest salted almonds be packed in a waterproof transparent cellulose bag as they were not fit to eat. Colors of nougats and marshmallow jellies were too deep. Some chewey pieces are needed in this assortment.

### Code 7S 30
### Vacation Assortment—22 ozs.—$1.00

No name or address of manufacturer. (Purchased in a department store in San Francisco, Calif.)
**Appearance of Package:** Fair.
**Box:** Full telescope. Wrapper of green with name in deeper green. Tied with green ribbonzine.
**Appearance of Box on Opening:** Fair.
**Contents:**
**Top Layer:** 1 package of Spearmint Gum, 1 package Peppermint Life Savers.
**Wintergreen Sugar Wafers:** Good.
**Peppermint Sugar Wafers:** Good.
**Wrapped Molasses Chew:** Good.
**Vanilla Walnut Fudge:** Good.
**Vanilla Newport Cut:** Fair.
**Assorted Jordan Almonds:** Good.
**Walnut Kiss:** Good.
**Vanilla Chewey Kiss:** Good.
**Milk Chocolate Buds:** Good.
**Lemon Chew:** Good.
**Chocolate Buttucie:** Fair.
**Pink Nut Nougat:** Good.
**Vanilla Nut Nougat:** Good.
**Chocolate Nut Nougat:** Not enough chocolate used.
**Coffee Hard Chew:** Good.
**Red Sugared Jelly:** Fair.
**Half Chocolate Dipped Gum Strings:** Good.
**Green Nougat:** Good.
**Butter Taffy:** Good.
**Crystallized Sugar Strings:** Good.
**Bottom Layer:**
**Peanut Brittle:** Taste good but partly grained.
**Assorted Chewey Kisses:** Good.
**Hard Butterscotch Kiss:** Good.
**Hard Chocolate Kiss:** Good.
**Remarks:** The top layer of this box does not make a good appearance. Suggest packages of gum and Life Savers be left out. A partition and liner are needed in the top layer. Suggest a glassine or transparent cellulose wrapper be used on the box. At the price this package sells for, a good ribbon can be used, instead of the ribbonzine. The layer needs a new layout and tighter packing.

### Code 7T 30
### Assorted Caramels—1 lb.—39c

(Purchased in a chain drug store in Boston, Mass.)
**Appearance of Package:** Good.
**Box:** One layer. Printed in light blue with name in brown. Tied with brown ribbonzine.
**Caramels:**
**Chocolate Marshmallows:** Good.
**Plain Vanilla:** Good.
**Plain Chocolate:** Good.
**Vanilla Marshmallow:** Good.
**Remarks:** Suggest this box be wrapped in glassine or white transparent cellulose. Assortment too small. At least two additional varieties are needed.

### Code 7U 30
### Assorted Caramels—1¼ ozs.—5 pieces—5c

(Purchased at a news stand, Boston, Mass.)
**Appearance of Package:** Good for this type of merchandise. Red tray, printing in white. White transparent cellulose wrapper used.
**Caramels:**
**Plain Chocolate:** Good.
**Vanilla Marshmallow:** Good.
**Raisin:** Good.
**Plain Vanilla:** Good, stuck to wrapper.
**Chocolate Marshmallow:** Good.
**Remarks:** This package of caramels is a large seller and is as good as can be expected at the price of 5c.

### Code 7V 30
### Assorted Caramels—6 pieces—5c

(Purchased in a drug store in Boston, Mass.)
**Appearance of Package:** Good. Tray type package printed in pink and white with white transparent cellulose.
**Caramels:**
**Vanilla:** Texture good. Very strong of vanillin.
**Red Caramel:** Could not tell whether strawberry or raspberry by taste.
**Plain Chocolate:** Fair. Flavor not quite right.
**Vanilla Marshmallow:** Good.
**Remarks:** Suggest at least 5 different flavors be used. These caramels need some checking as they are not right up to standard.

### Code 7W 30
### Assorted Caramels—1 lb.—39c

(Purchased in a drug store in Boston, Mass.)
**Appearance of Package:** Good for this type of merchandise.
**Box:** Full telescope. Wrapper cream colored with printing in white, black and orange.
These caramels are all wrapped on a toffee wrapping machine. Wrapper has twisted ends.
**Caramels:**
**Vanilla:** Completely grained. Flavor fair.
**Vanilla Whirl:** Completely grained. Flavor fair.
**Chocolate Marshmallow Whirl:** Grained. Flavor fair.
**Chocolate:** Grained. Flavor fair.
**Remarks:** The idea of this box of caramels is very good, but the caramels are far from being made properly. The assortment is too small.

### Code 7X 30
### Chocolate Fudge—5c

No name, address or weight on bar. (Purchased in a drug store in Boston, Mass.)
**Appearance of Package:** Good. White transparent cellulose used for wrapper.
**Fudge:**
**Color:** Too light.
**Texture:** Too pasty.
**Flavor:** Fair.
**Nuts:** Pecans.
**Remarks:** This fudge is fair but a better chocolate taste and color is needed. Not having address, name or weight on wrapper may cause manufacturer a great deal of trouble.

### Code 7Y 30
### Hard Center Assortment—1 lb.—$1.00

(Purchased in a drug store in New York City.)
**Appearance of Package:** Very good. Up to the minute; new and unusual.
**Box:** One layer. White, silver and black finish. White transparent cellulose.
**Appearance of Box on Opening:** Fair. Chocolate coatings of dark and milk chocolate. Three foiled pieces. Goods packed in rows; partition between each row.
**Dark Coating:**
**Color:** Good.
**Taste:** Good.
**Strokes:** Fair.
**Gloss:** Partly gone on dark pieces.
**Centers:**
**Nut Mussé:** Good.
**Vanilla Caramel:** Good.
**Caramel and Moussé:** Good.
**Milk Chocolate Coating:**
**Color:** Good.
**Taste:** Good.
**Strokes:** Fair.
**Gloss:** Good.
**Milk Chocolate Centers:**
**Nut and Date:** Good.
**Nut Nougat:** Good.
**Sponge Butter Chip:** Good.
**Nut Fudge:** Good.
**Caramel and Moussé:** Good.
**Caramel:** Good.
**Moussé:** Good.
**Vanilla Nut Caramel:** Good.
**Belmont Moussé and Caramel:** Good.
**Assortment:** Entirely too small.
**Workmanship:** Good.
**Remarks:** The candy in this box is of good quality but the assortment is far from being right. The size of the assortment is too limited. Today's candy buying public may purchase a box of candy on appearance once, but the box must contain a good assortment of candy and be of good quality if frequent orders are expected. This candy is not up to the standard of other dollar a pound candy on the market today.

*Eric Lehmann Offers*

# Some Warm Weather Suggestions for Profit Making

A FEW YEARS ago candy manufacturers made no attempt to sell anything other than chocolates during the summer months. Today, however, the opposite is true with the result that now one can pick up any variety of very fine summer numbers, many of which are enjoying a good sale.

The "blooming" propensity of coated goods makes the manufacturer's life generally miserable in summer. Milk chocolate coatings stand up better, look better and therefore are in greater demand than the darker coatings. The returned goods hazard is somewhat minimized by this substitution.

Every possible care should be taken to deliver the merchandise to the consumer in good condition. The average retailer knows too little about the proper care of chocolate goods in hot weather. He seems to think it will remain in good condition no matter where he keeps it. Therefore, he must be educated. Jobbers and manufacturers' salesmen are the logical founts through which much of this education should flow. In addition to being able to tell his customer how to trim a window and how to fix up his showcases, the salesman should also be able to tell him how to take care of the stock when it arrives at his store. He'd make better friends and have fewer goods returned were he to exert more effort in this direction and less in trying to load his customer up with as much merchandise as possible.

I was witness to a typical example of this kind of selling only recently. It was in a retail store in Boston. The salesman was selling a bill of goods to the owner of the store. His whole sales argument revolved around the words "You need more of this and more of that, etc." Whether or not it was a good summer seller seemed to matter little. His one object was apparently to load the retailer up with as much merchandise as he could get away with.

One very effective means of educating the retailer in giving candy the care that will result in its being delivered to the consumer in first class condition is by means of printed instructions included with each shipment of merchandise. Such instructions will not always be followed, but in the vast majority of cases the retailers will do their best to carry out the suggestions offered by the manufacturer. Really, when you get right down to it, this matter of education in the care of candy in hot weather is the responsibility of the manufacturer. If he shirks this responsibility the loss is his.

To my way of thinking the manufacturer who fails to put out a small line of candies that will stand the hot weather test is passing up a bet that will bring him a substantial profit. Crystallized, iced, sugared, and grained goods look cool and eat well. Gum work of all kinds, wrapped caramels, toffees and sanded goods stand up well and result in very little spoilage. Packed in one-half or one-pound boxes such candies find a ready sale during the summer months. Windows and showcases made up of such merchandise can be made to look very refreshing and attractive. The prices of such goods are not as high as most chocolates and an excellent profit can be made on them.

From time to time you will hear some say that gum goods and some of the other summer numbers mentioned above have been "killed" by the cheap and inferior goods of this type which have come into the market. That may or may not be the case, but I maintain that gum, crystallized and sanded goods can be made to look cool and inviting and if handled and packed properly will find a ready market. Use the best flavors obtainable for your gum and jelly work, keep the colors light and *make them right*. If you do these three things you need not worry about the keeping qualities or the sale of these candies and you will find by the time the summer is over they have netted you a very worthwhile profit.

It is a little early to talk about frozen and refrigerated confections but I predict that by this time next year, there will be plenty of this variety of candy being recommended to the public and that these confections will materially boost the total volume of summer sales next season.

## A Super Gets the "Inside" on Mechanical Refrigeration

(*Continued from page* 48.)

"It's not as bad as it sounds, because in a well-designed system heat interchanges are used. For example, the heat in the spent liquors coming from the generator is used to preheat the cold stronger ammonia water coming from the absorber. Then exhaust steam from the kettles can be used at a time when it is not needed for heating the building and a large amount of waste consequently avoided. So you see an absorption system works into the scheme of things in a candy plant very nicely."

"Yes," said Ed slowly, "but it does beat blazes how you can use heat to produce cold. I've had a sort of hazy idea about it which you've cleared up quite a bit. Say, now that you've got that off your chest, maybe you'd like to tackle——"

"Stop!" shouted the chemist, holding his hand up like a traffic cop. "I'm going to make a new rule right here and now. I'll explain chemical facts to you, but let up on engineering stuff—it's out of my line."

"——osmotic pressure," finished the superintendent meekly.

"Good Lord! just look at the time, old man; you'd better get back to work right away."

"Yes, you always pull something like that on me just about the time I get you nicely wound up," said Ed.

### Candy Advertising Soars Aloft

Out in Ayameda, California, members of the "Hat in the Ring" Glider Club soar proudly aloft in their first motorless ship, an Alexander type of primary glider. It was presented to them by the Saylor sisters. These two aviation enthusiasts are proprietors of Miss Saylor's Chocolates, Inc., of Alameda. This is perhaps the first time a candy manufacturer has made use of this latest of sports in advertising their name.

The Club is composed principally of members of the Evening Aviation Class of Alameda High School and they took their name "Hat in the Ring" from the symbol of that flying division made famous during the war by Captain Eddie Rickenbacker. The Misses Saylor's publicity idea is novel in its application, effective and valuable in contributing to the practical education of the student members of the Club.

# The Candy Industry Cannot Function With a National Organization Alone!

## Says Frank L. Devine

*Organizing Director, The Candy Institute of Philadelphia, at the Recent Convention of the Pennsylvania Confectioners' Association*

## it must be affiliated with regional associations

IT IS my firm conviction and that of many men in the candy industry in Philadelphia that an industry as large as the candy industry cannot efficiently function through one national office but that it must have a national organization which is tied up with regional or district organizations, covering every part of the country. This is a big industry. According to the census of 1927, you did a business of $391,927,343. If you paid as much proportionately for organization work as do the common brick manufacturers, you would be spending about $3,500,000 in this way annually.

The figures with respect to chocolate and cocoa products (this includes products that are not considered as confectionery), I might say, are not included in the confectionery figures. The chocolate and cocoa product business, however, is a considerable business, as some sixty odd establishments do a business of over $100,000,000. The confectionery census figures cover only products commonly called candy but do cover all such products.

The confectionery figures show that there are between 1,900 and 2,000 establishments engaged in the confectionery and chocolate industry. How many of these are small manufacturers, employing only a few people, the figures do not show. However, many are large concerns, as the average annual business of all manufacturers is in the neighborhood of $200,000.

### What Candy Census Figures Reveal

AN ANALYSIS of the census figures for 1925 and 1927 shows one very interesting thing. According to the 1927 figures, the confectionery business had increased approximately $12,800,000 for that period, as compared with the period covered by the 1925 figures. However, this increased volume of business was apparently done with less profit.

The 1925 figures show that $55,000,000 was paid out in wages and $205,000,000 was paid out in materials, or a total of about $260,000,000. The 1927 figures show that $56,980,000 was paid for wages, an increase of more than $1,700,000, and that $218,372,000 was paid for materials, or an increase of $13,000,000.

Materials and labor cost the industry, according to the 1925 figures, $260,667,194, and these two items cost the industry, according to the 1927 figures, $275,353,101, or an increase of $14,700,000; whereas the value of the products of your industry's factories was increased in the same period only $12,800,000.

In 1925 the spread between wages and cost of materials, on the one hand, and the value of the products, on the other, was $18,414,000; whereas in the period covered by the 1927 figures the spread between wages and the cost of materials and the value of the finished product was only $15,570,214.

Now, this spread from which profit could be made was approximately $2,900,000 less on the larger volume of business than it was on the smaller volume of business. The net profits must have been less, unless there was a material reduction in overhead. Did you, in the second period, reduce such items as rent, taxes, insurance, salaries, etc.? If you did, you may have overcome the loss referred to. Otherwise your net profits were considerably less.

The figures covering the item of wages would indicate that there was no material saving made by the industry through the introduction of labor-saving devices or increased factory efficiency, and the figures covering the cost of materials show that your materials were not used to any better advantage in the second period than in the first.

It would appear from these figures that the larger volume of business covered by the 1927 figures was done with less gross and less net profit than was the smaller volume of business in the period covered by the 1925 figures. This increased business seems to have been done at even less profit than the business a druggist does in postage stamps. Evidently increased consumption was not a cure-all for the industry.

I have a theory that during the latter period your distribution expense was higher than in the earlier period.

It is a well-known fact that a one-sided contract, which is profitable to only one of the parties, is not a good contract. It is merely a temptation for debate. It is profitable only to the legal profession. You, as manufacturers, are interested not only in making a profit, but in seeing to it that the salesman who sells your goods is reasonably paid for his services and that your distributor, whether he be a jobber or retailer, is permitted to function with your help in a reasonably profitable way.

### The Philadelphia Candy Institute

OWING to the generally unsatisfactory conditions in the candy industry in Philadelphia, some six months ago, it was determined to organize the industry there by bringing those who were concerned in the sale of candy into one association where they might freely and

frankly discuss their problems and endeavor to work out a solution which would mean an increased profit to everybody concerned in the industry. We realized that a very large volume of candy was sold in the Philadelphia market by manufacturers having places of business outside of Philadelphia; hence, if our Institute had as members only Philadelphia manufacturers, the information which we developed would be incomplete and therefore might be harmful, because it might be misleading. So we wanted the outside manufacturer in. We felt further that both the manufacturer and the distributor would benefit if they had an opportunity to talk to each other.

So we set about the organization of the Candy Institute of Philadelphia, which has within its membership Philadelphia manufacturers, outside manufacturers selling in the Philadelphia territory who are represented by their salesmen in that territory, and Philadelphia jobbers and retailers.

The Institute is governed by a board of directors consisting of four Philadelphia manufacturers, four salesmen in the Philadelphia territory representing manufacturers outside the Philadelphia district, four jobbers and four retailers.

The office is in charge of a disinterested chairman who has no connection, either past or present, with any firm or corporation engaged in the candy industry. All information which is given to the Institute is given with the distinct understanding that it is to be treated confidentially by the chairman and his assistant, and that the information is available to no member of the Institute other than the one furnishing it. Any information that may be published will be published without any indication as to the source from which it was obtained, and only in a way for the benefit of the industry.

It has been the judgment of the members of the board that in the beginning the Institute should confine its efforts to a limited number of activities. It is our belief that by centering upon a few projects we will accomplish greater good than if our energy is spread out over a great number of projects. It is further our belief that in the solution, or the attempt to solve one problem, there will come naturally, as by-products, the solution of other problems.

In the beginning the board determined upon the following activities:

### The Interchange of Credit Information

WE HAVE instituted an interchange of credit information among the manufacturers selling in the Philadelphia area. All manufacturers, whether members or nonmembers, selling in the area have been invited to submit to us each month complete information concerning their distributors owing overdue accounts. A compilation of the information contained in these reports is then made up and distributed to the manufacturers cooperating in furnishing the information. I must here point out that we give no advice to any manufacturer as to whether or not he should sell any distributor, even though it be a known fact tc us that such distributors do not regularly and promptly pay their bills. We leave it to the good judgment and good sense of manufacturers as to whether they should or should not sell accounts which information shows to be heavily involved. I think the jobbers, as well as the manufacturers, will be benefited generally by this interchange of information, because manufacturers will gradually be prompted by good judgment, and cease to sell jobbers who do not pay their bills at all or at least do not pay them promptly, and who therefore can and do sell merchandise at any price. Our information so far developed is that the poorest accounts, from a standpoint of credit, are buying their largest volume of manufacturers outside the Philadelphia area.

### What Is a Jobber?

WHAT merchant engaged in the distribution of candy is entitled to receive consideration from a manufacturer which is ordinarily granted to a distributor? A manufacturer may sell directly to a retailer, it is true. He is interested in this problem, however, because he is himself a jobber, having taken over the function of a jobber. What service should a jobber render in order to be considered a distributor, entitled to consideration from a manufacturer? He should, I imagine, be expected to carry a reasonably good stock of candy of various types so as to be in a position properly to serve his retail customer. For the good of the trade, a standard should be set up, showing what is expected.

In Philadelphia I have found through salesmen and from manufacturers that over 300 merchants are being solicited by manufacturers on the theory that such merchants are jobbers. I have visited a number of these merchants thus listed as jobbers. I found many to be combination wholesale and retail establishments, carrying cigars, cigarettes, shaving soap, perfumes, soap, razor blades, candy, and what-will-you-have. Even with such a varied line the total value of the merchandise in the store would run from $500 to $1,500.

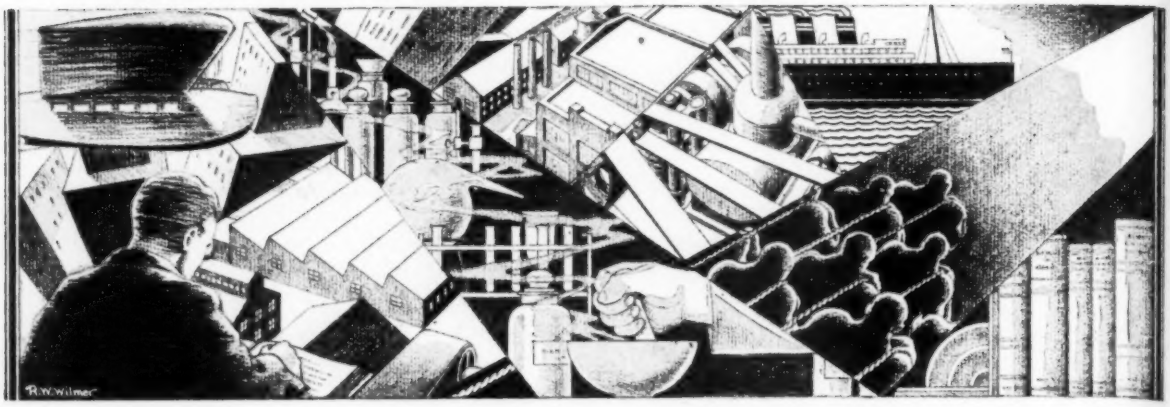
I was in one store, a retail grocery store operated by a woman. The principal source of income of the husband was obtained neither from the grocery store nor from the candy business. He had a regular job. He had one part of the store blocked off for the wholesale candy business and he had there probably a stock worth $150 to $200. Apparently, when he had nothing to do in his regular line of work he would take a few boxes of candy out and peddle them from door to door. While I was there three salesmen called on him. I doubt if this man could, under the best circumstances, do more than $5,000 worth of business a year. I wonder, therefore, if it was profitable for the salesmen who called to solicit his business?

### The Manufacturer's Responsibility to the Jobber

THE jobber who is conducting a regularly organized business for the distribution of candy is, in my opinion, entitled to some protection from the manufacturers who sell him.

He is at least entitled to this: that he is not to be subjected to the competition of every man who can possibly get together a few dollars to buy a case of candy and peddle it around from door to door. If a manufacturer expects a jobber to distribute his candy, then he must make it profitable for the jobber to do so. I have been told by some manufacturers who have been working the territory for some time that their business in Philadelphia amounts to only $500 to $1,000 an-

(*Continued on page* 63.)



# Monthly Digest of
# CURRENT TECHNICAL LITERATURE

## Dried Pineapple Process Developed in Porto Rico. Anon

*Food Industries, vol. 1, p. 673.*

PINEAPPLES may be dried, concentrated, so that one pound of the dried product is equal to 15 pounds of fresh, and yield a product that, upon being soaked in water, regains almost its original appearance and taste. The process, said to be successful after five years of experimentation, is reported by the Assistant Trade Commissioner at San Juan.

Small pineapples are used, ranging in size from 30 to 48 to the crate. The pineapples are peeled, cored and cut in thin slices. These slices are placed in drying bins heated by electric lamps, where hot air is blown over them. Temperatures vary during the drying process. The dried slices are treated with a dilute solution of sulphur dioxide to prevent fermentation. They are then pressed together and packed in No. 10 tins. It is said that cans opened after nine months have shown the fruit to be in good condition. (This process should make possible the utilization of pineapples of small size which, while of good flavor, are at present more or less wasted. Extensive packing of fruit of this character should reduce the cost to the candy industry and other consumers. Also there may possibly be some advantage in controlling the moisture content of the pineapple pieces when they are soaked.—Editor.)

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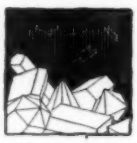
## New Transparent Covering. Anon

*Modern Packaging, vol. 3, p. 68.*

A NEW, transparent, cloth filled packaging or covering material known as "marsenette" is said to possess unique advantages and to lend itself to a wide variety of uses. It is produced in a varitey of colors and in different weave nettings. The material is airtight, greaseproof, moisture-proof and dustproof. It is non-inflammable and, being a vegetable product, it is non-poisonous. It is, therefore, well adapted for use in connection with candy and food products.

The material can be printed upon readily with the same types of inks that are used on other greaseproof, transparent covering materials. Because of its cloth reinforcement it possesses high tensile strength. Some uses for which "marsenette" is said to be especially well adapted are for candy bags and candy package coverings.

## Dried Butter. Anon



*Food Manufacture, vol. 4, p. 342.*

BY ATOMIZING in carbon dioxide gas, butter has been dehydrated and a paste produced which can be transported in perfect condition through the tropics without the aid of cold storage. Fresh butter can be reconstructed from this paste.

In Copenhagen fresh cream has been homogenized by a special process at such hydrogen-ion concentration that the butter fat absorbs protein from the cream serum to such an extent that the fat particles are coated almost completely when the cream has been dried to a powder. By using carbon dioxide as a drying medium (to avoid occlusion of air) it is possible to obtain powders containing from 86 to 92% of butter fat in which rancidity does not develop during storage. (Fondant contains a large proportion of emulsified air incorporated in it during the process of creaming. This air, being in intimate contact with the butter added in producing butter creams, in all probability is an important factor in causing rancidity. It seems probable that by creaming the fondant in an atmosphere of carbon dioxide (carbonic acid gas) and thus sub-

stituting carbon dioxide for the air in the fondant, the keeping quality of butter creams could be greatly increased. This could probably be accomplished by enclosing the cream beater in a fairly airtight cover or shield and then introducing carbon dioxide gas into the enclosure. Possibly some similar scheme could be used in the case of other types of candy in which butter or milk containing a considerable proportion of fat is used.—Editor.)

## Confectionery Packages

*By H. G. Watts. Food Manufacture, vol. 5, p. 45.*

THE choice of a package is governed primarily by the following often conflicting factors: the nature and estimated life of the product, climatic conditions to which it will be exposed, convenience in opening and handling, mechanical strength (for handling and transit), first cost, appearance, and local or possibly national prejudice. Candy of a hygroscopic nature but low in moisture content (hard candy, toffee, etc.) is best packed in a sealed container of some description or in a jar with absorbent lid of the "Aridor" type. For export purposes, a good soldered tin, with some tear-off strip device for ease of opening, is probably the best.

Screw cap jars which depend for their seal upon a disc of composition cork are not entirely suitable, since it is impossible to make an air-tight joint with the cork. However, this type of closure greatly delays absorption of moisture and is therefore practicable for domestic trade when fairly rapid consumption is anticipated.

At present it is not possible to pack confectionery so as to protect it against exposure to high temperatures; the most that can be done is to line the container as thickly as possible with some relatively non-conducting packing material—which must be quite dry—and so retard transference of heat to the contents. Apart from this, the best line of defense is to reduce the original moisture content to as low a point as possible and use corn syrup in preference to an all-sugar batch with cream of tartar or other inverting agent.

Pan goods is a class of confectionery with a low moisture content but demanding different treatment in packing. Since these goods are not particularly hygroscopic, a sealed container is not essential, even for export purposes. In fact, where pan goods, such as sugar almonds, are to be exposed to alternate high and low temperatures, they are found to remain in better condition if packed so that they can "breathe." The ideal container for goods of this type would be one in which provision is made for absorbing the moisture, so that the air space in the package remains at a low relative humidity. Pending production of such a container, pan goods are best packed in wood boxes or, sometimes for export purposes, in tin containers after being thoroughly dried.

Sealed, air-tight containers are not suitable for creams, gelatin goods and paste-work because of tendency to "sweat." At the same time, rapid loss of moisture must be avoided and this requirement can be partially met by a careful adjustment of the proportion of corn syrup or of invert sugar in the goods.

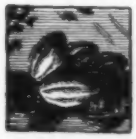
## Use of Pectin in Candy. Anon

*Food Manufacture, vol. 4, p. 234.*

PECTIN is being used in Germany under various trade names for jelly centers, being considered an improvement over agar ("Jap gelatine"). A writer in the German trade journal "Der Zuckerbäcker" suggests the following formula for fruit jellies: 80 parts pectin preparation, 1,000 parts sugar, 850 parts water containing either the natural fruit juice or artificial flavor.

The ingredients are dissolved and boiled to a density corresponding to 28° to 29° Beaumé. The "pour" must be used at once. Stiffer jellies are obtained by increasing the proportion of pectin preparation to 10 to 12%. The "pectin material" consists of dry pectin substance, glucose and tartaric acid.

## Fiber Containers and Food Preservation



*By J. D. Malcolmson. Food Industries, vol. 1, p. 160.*

FIBER containers are usually looked upon as shipping containers only. Actually, they are fulfilling an increasing and very important mission as food preservers. The general term "fiber containers" is here considered to include the new and important "cracker caddy," as well as the better known corrugated and solid-fiber shipping cases. The two outstanding characteristics of these containers are the high insulating value of corrugated board and the exceptional moisture and grease resisting qualities of caddy board.

Much attention has been given to the production of moisture-proof packages from the standpoint of both baked and confectionery products (for instance, marshmallows). Long and painstaking research has shown that refined, odorless asphalt is the best commercial medium for preventing the passage of moisture in either direction. This has resulted in the development of caddy board, having an inner liner of glassine paper and a buried layer of asphalt, the latter so applied that no pinholes or other leaks are possible. Originally developed for the biscuit and cracker industry, this caddy board has been rapidly adapted for such products as bulk candy.

## Corn Starch and Its Conversion Products

*By A. P. Bryant. Food Industries, vol. 1, p. 684.*

THE author describes the processes of production of corn starch, corn syrup and corn sugar. Starch and its products may be divided into five classes: thick boiling starch, thin boiling or modified starch, so-called gums, dextrins, and hydrolytic products from starch.

Molding starch for use in the candy industry is made by impregnating powdered starch with an

infinitesimal quantity of oil. Soluble starch is thick boiling starch which has been treated with chemicals in such a way as to disintegrate the cell wall and permit the starch to "dissolve," that is, form a paste with cold water. When a slightly acidified starch milk is allowed to stand for some time at a temperature not far below that of incipient gelatinization, the characteristics of the starch are changed and, when boiled in water, it forms a much thinner paste than do the thick boiling starches under the same conditions. The degree of modification of thin boiling starches depends on the acidification, time and temperature.

Modified starches are used in gum work in the candy industry and for various other purposes. So-called "gums" are highly modified starches produced by chlorinating starch in such a way as to greatly increase its fluidity. In producing corn syrup by acid hydrolysis of starch, the conversion of the starch is stopped when 40 to 45% of the starch has been transformed into reducing sugars figured as dextrose (corn sugar), although it is not uncommon to find corn syrups for special purposes running as high as 50 to 55% dextrose and as low as 30 to 35%. Corn sugar conversions, on the other hand, are carried to a point where 85 to 92% of the starch has been changed to dextrose.

## Food Colors Increase Attractiveness in Harmless Fashion

*By Horace T. Herrick. Food Industries, vol. 1, p. 659.*

THE author discusses the examination and certification of coal-tar colors under the Federal pure food law. Colors which are considered suitable for use in foods are certified under three heads: Primary colors, repacks, and mixtures. Primary colors are the dyes as they are produced at the factory and sold by the manufacturer. If primary colors are bought in bulk and then resold by another dealer in his own package, the color must be recertified as a repack. It also frequently happens that a user cannot find among the primary colors the particular shade or concentration of dye he desires, making it necessary to mix two or more of the primary colors or to add some diluent to get the desired effect. Such colors are called mixtures and are recertified by the dealer making up the mixture. (Colors sold to the candy industry come generally under this classification.)

At present the list of certified colors includes four dyes giving red shades, one giving orange, five giving yellow, three giving green and two giving blue shades. The belief that colors of vegetable origin are harmless is erroneous in many cases. In addition to the possibility of the plant source being poisonous, many vegetable colors pass through processes of extraction and concentration that are fairly comparable to the chemical reactions taking place in the manufacture of some of the simpler artificial colors, so that equal opportunity exists for contamination by harmful chemicals during passage through the factory.

## Coating Confectionery or Like Products

*U. S. Patent No. 1,737,447, to George R. Baker, James W. Epps and George W. Perks (assigned to Baker-Perkins Co.); Chemical Abstracts, vol. 24, p. 668.*

A "CURTAIN" of coating substance, such as a chocolate composition, is deposited on the goods and one surface of the "curtain" is chilled before it reaches the goods so as to form a definite external stratum in partly crystallized or "grained" condition. An apparatus is described for performing this operation.

## Use of Surplus Prunes (Including Use in Candy)

*By E. M. Mrak and W. V. Cruess. Calif. Agr. Expt. Station Bull. No. 483 (1929); from Chemical Abstracts, vol. 24, p. 1680.*

PRUNE pulp was manufactured by soaking dried prunes and boiling until soft, followed by pulping. The pulp contained approximately 70% water, 0.6% acid (citric), 1.84% pectin, 17% sugar, 1.78% protein and 0.77% ash. The pulp is either preserved by canning or by the addition of 0.1% benzoate of soda. The preserved pulp is suitable for use in ice cream, as a filling in bread and crackers, and in a number of kinds of candy.

## Table and Industrial Syrups from Grapes

*By D. S. Glenn. The Fruit Products Journal, vol. 9, p. 37.*

THE author describes methods for the production of syrups of various grades from grapes. This is believed to be a practicable commercial means of utilizing the surplus of grapes which exists in California. Both the decolored syrup and the plain white non-decolorized syrup have been found to be suitable for use in bread making, preparation of bottlers' syrups and in the manufacture of certain kinds of candy.

## Apricot-Kernel Oil as a Substitute for Almond Oil

*By G. Kogan. Chem. Umschau, year 1929, p. 36; from Journal Soc. Chem. Industry, Apr. 26, 1929.*

THE only appreciable difference between the characteristics of peach-kernel, apricot-kernel and almond oils is shown by the melting point of the fatty acids which enter into the composition of the oils, those from peach-kernel and almond oils having the highest melting points. Apricot-kernel oil is superior to almond oil in that its acid value is lower, as shown by examination of several hundred commercial samples. Peach-kernel oil does not often appear on the market, but apricot-kernel oil can be advantageously used instead of almond oil.

## New Preserved Milk Products. Anon

*Der Zuckerbäcker, No. 1, 1930, p. 18.*

A FRENCHMAN, Henri Coblin, has devised a method of preserving milk whereby the milk is frozen and is kept at a temperature

under freezing, being placed on the market in this condition.

By means of a new Danish process it is possible to remove water from milk almost completely by freezing, the milk being sold in dry form without being previously heated at all. (If this last process is as successful as claimed, such dehydrated milk should make possible the production of milk chocolate of finer milk flavor than is possible by present methods, since dehydration by freezing would not impair the milk flavor as much as dehydration by present heating methods.—Editor.)

## Frozen and Dried Egg Products

*By L. G. Conner. Food Ind., vol. 2, p. 52; from Chemical Abstracts, vol. 24, p. 1679.*

THESE products are imported almost exclusively from China. For manufacturing dried egg whites the eggs are broken, yolks separated from the whites and the latter placed in vats to ferment, settle and clarify. The acidity which develops is neutralized with ammonia. After churning the liquid yolks or whole eggs go directly to the drier where 90% of the moisture is removed.

The moisture content averages 72% for whole eggs, 50% for yolks and 86% for whites. On the average, 3.56 lbs. of whole eggs, 2.23 lbs. of yolks and 7.3 lbs. of whites yield 1 lb. of the respective egg products. Dried yolk is made chiefly by the spray process. Egg albumin coagulates at 126° F. and is dried at 120° F. on moving belts or shallow trays.

## Drying Starch in Candy Factories

*U. S. Patent No. 1,693,649 to H. W. Harrigan, assignor to Hersey Mfg. Co.*

A METHOD and apparatus are described which are suitable for use in reconditioning molding starch such as is used in the manufacture of confectionery. The starch is dried in a rotary drier through which passes a current of heated air. The starch is separated in a cyclone collector, and the air, after being cooled to cause deposition of moisture and reduce relative humidity, is returned to the apparatus.

## Grading and Packing Almonds for the Candy Industry

(*Continued from page 38.*)

lack of understanding on the part of the foreign foremen and the picking women for this ever recurring and increasing insistence on uniformity; they are too individualistic to readily comprehend American standardization ideas. Nevertheless great progress has been made.

The very high prices obtainable for almonds during the last years of the war and for several years afterwards greatly stimulated new plantings, many of which are only now coming into bearing, and most of which will not reach their maximum bearing age for some years to come. Assuming reasonably fair growing and harvesting conditions, the total world production of almonds will show a fair natural increase during the next few years, which will make for lower prices and greatly stimulate consumption of this most popular and best known nutmeat. The per capita consumption of almonds in the United States has been declining for several years; low prices should reverse the trend, so that ultimately this country may really consume as many almonds in proportion to its size and wealth as England and Germany.

(*Other articles on nutmeats by Mr. Habicht will appear in forthcoming issues of* THE MANUFACTURING CONFECTIONER. *Few merchants understand the nut markets as thoroughly as Mr. Habicht. You will greatly enjoy hearing his views on walnuts, which will be the next subject discussed in this timely and interesting series.—The Editor.*)

### Shattuck Company Offers Stock to Employes

An employes' stock purchase plan adopted by the Frank G. Shattuck Company permits employes who were connected with this company, or its subsidiaries, on January 1 of this year to subscribe for a limited number of shares of stock at $35 per share. About 5,000 persons, it was said, will be eligible under this plan, which went into effect July 1.

They include, in addition to the personnel of the Frank G. Shattuck Company, all employes of W. F. Schrafft & Sons Corporation, Wallace & Company, and Kantico, Inc., concerns recently acquired by the Shattuck Company.

Employes receiving under $3,000 a year are permitted to subscribe for a maximum of from two to eight shares, depending upon the size of their salaries. To those receiving salaries of $3,000 or over, shares will be allotted by the board of directors.

In a letter of announcement, Frank G. Shattuck, chairman of the board, says that the plan was adopted as a means of expressing appreciation and thanks to employes for their interest and loyalty. "With a little perseverance and thrift," said Mr. Shattuck, "every employe may become a part owner in the organization in which we are all vitally interested."

### Success to You Mr. Kneen

In the past THE MANUFACTURING CONFECTIONER has published several very interesting series of articles from the pen of Mr. Orville H. Kneen. To mention two of them, "Forty Centuries of Sugar and Candy" and "Let's Build a Real Candy Institute," installments of which latter have been appearing in recent issues.

For the past couple of years, Mr. Kneen has been making an intensive study of the various phases of aeronautics. The result of his study and research is a book entitled "Everyman's Book of Flying" which has just appeared on the market. This book is intended for the general reader who wishes a general knowledge of the aeroplane and the why and wherefor of flying. It includes a large amount of data on design, operation, construction, repair and aerodynamics of aircraft which is readily understandable to the non-technical reader.

We wish Mr. Kneen an unlimited degree of success with his latest contribution to this particular field of technical literature. After reading it we feel sure its complete comprehensible and enjoyable style will win for it a large sale and to those of our readers interested in any phase of aeronautics we take real pleasure in recommending it.

# Pennsylvania Confectioners Are Hosts to Their Jobbers

***Briefs from the Recent Annual Convention of the Pennsylvania Confectioners' Association, Wernersville, Pa., June 27-28-29, 1930***

THERE are two sides to every question. Confectioners of Pennsylvania have recognized this fact, much to the enhancement of their prosperity and general good. To one attending the annual round-up of the Pennsylvania Confectioners' Association at Wernersville, Pa., last month a spirit of friendly co-operation was everywhere apparent. When you can get groups of men in this highly competitive candy industry to gather together and discuss their problems sanely and openly and to be willing to arbitrate and abide by any decision arrived at—then you have organization.

*Organization* is the one thing Pennsylvania confectioners have which many other states lack. It is the one big factor in enabling them to maintain a fair price and eliminate much of the ruthless price-cutting competition. It is the one thing that has made possible the showing of a profit even during a period of temporary depression.

In many parts of Pennsylvania this condition does not exist, but it is spreading. As other communities see the value of cooperation and coordination of policies they will organize, too. The confectioners of Reading and the Lehigh Valley have set a pace by way of constructive cooperation which other localities can follow to advantage. It will take time, but the leaders in the movement are confident that before long the entire state will be operating in a manner profitable to manufacturer, jobber and retailer alike. A fair profit is all they ask, but *profit there must be or they cannot exist.*

The Wernersville Convention did much to impress this thought upon the minds of those in attendance. If promises can be relied upon, then this doctrine of "a profit for all" will spread and spread rapidly. Many of those present volunteered to carry the message "back home" and act as leaders in organizing the candy interests in their particular communities. If this is done, next year's convention should witness a vast improvement in general conditions as a result. The seed has been sown; what manner of fruit it will bear remains to be seen.

**Arno Sander Reviews Recent N. C. A. Convention**

The business of the Pennsylvania Confectioners' Association Annual Convention at Wernersville was conducted with refreshing dispatch. President Arno Sander saw to it that there was no lost motion. He himself set the precedent for brevity when he delivered his opening address at the morning session. It was a short, succinct and yet a very complete resumé of the N. C. A. Convention proceeding at Chicago.

President Sanders was particularly impressed by the possibilities for study opened by Dr. Stroud Jordan in his convention address. Dr. Jordan viewed candy through the eyes of the chemist and noted among other things the effect of water taken from different cities upon candies made from the same formula. His talk merely gave a hint of the vast possibilities for study which lay in wait for the chemist and research worker of the future.

In turn, President Sander discussed briefly the reports of the retiring N. C. A. President, Mr. Max Kelly, and the speeches of Senator Brock and Mr. Lewis. He also pointed out the harmful effect the delayed tariff measure has had upon business and the unfavorable position it places this country in with respect to the rest of the world. He warned that the U. S. could not afford to play a lone hand if she expected her export business to survive. He closed his address with a plea for continued support of the National Advertising Campaign.

LEO RUFF of R. F. Keppel & Bros., Lancaster, Pa., talked informally on the deplorable condition throughout some branches of the trade. Volume, with little regard for profit, has been the aim of almost every busines. Mr. Ruff explained how his firm had upheld their price in spite of price-cutting competition. He, too, heartily commended the advertising campaign of the N. C. A. and gave it as his opinion that it had been the salvation of the industry. The reports of Secretary-Treasurer Bacon were then read.

C. S. CLARK, Director of the National Advertising Campaign, was called upon to tell briefly about the publicity work engaged in during the past year. He said they were getting a million dollars worth of publicity with a $150,000 advertising appropriation. News releases favorable to candy, radio broadcasting of weekly bulletins from 162 stations, publicity such as that afforded by the "Box O Candy" vaudeville act and by the N. C. A. movie "Won by a Sweet," and other

promotional stunts constantly being worked up—all are contributing in large measure to make the public candy conscious.

Mr. Clark said that Sweetest Day (October 18th this year) might well be considered candy's Fall opening day. Candy sales on Sweetest Day last year equalled Christmas, Easter and Thanksgiving sales in some cities where it was intelligently promoted and popularized. If properly advertised it will advance the usual delivery date for candy thirty days—instead of taking delivery in time for Thanksgiving orders retailers will take them for Sweetest Day business. Up until Oct. 18th the slogan should constantly be pounded home: "Make Someone Happy." Local papers will give the cooperation and publicity necessary to make the day a success. This year it is proposed to take the winners of local Sweetest Girl contests to a central place and there choose the Sweetest Girl in America. Such publicity would be valuable in focusing the public's attention on candy over a large territory for an extended period of time. Mr. Clark received a hearty ovation at the close of his remarks.

# The Jobbers' Session

***To Which All Wholesalers of Candy in the State Were Invited***

OVER three hundred invitations had been sent out to jobbers throughout the state requesting their attendance at this afternoon session of the Pennsylvania Confectioners Association. About fifty had answered the call when President Sanders opened the meeting at 2:40 P. M. After explaining that the purpose of the meeting was to bring about a realization of the advantages of organizations such as the Lehigh Valley Confectioners Club and the Diligence Club of Reading, Mr. Frank L. Devine, Chairman of the Candy Institute of Philadelphia was introduced. In opening his address Mr. Devine said:

"Since business is organized for profit, and this is the only yard stick by which to measure its efficiency, business men in America, when they learned the cost of undue and excessive trade competition, determined that in the long run it were better to live in peace and harmony with both their competitors and customers than to be engaged in destructive war against them."

From this point Mr. Devine traced historically the trade association movement from the time it first gained impetus in America (between 1870 and 1880) up to the present. He related what other associations had done for other industries and then told what the Philadelphia Candy Institute was attempting to do for its members. They had decided in the beginning to confine their efforts to a limited number of activities, believing that in this manner they could accomplish more good than if their efforts were widely scattered. In the beginning they instituted an interchange of credit information among manufacturers selling in the Philadelphia area. All manufacturers were invited to submit complete information each month concerning the overdue accounts owed them by their distributors. This information was and is passed along to members without comment, and it is left to their good judgment to decide whether or not they shall sell the heavily involved accounts.

### What Is a Jobber?

The next job of the Institute was to determine "What is a Jobber?" In their investigations they have discovered many channels of distribution accorded jobbing discounts which cannot be legitimately considered jobbers. Large organizations, railroads, welfare organizations and so on, in addition to individuals doing a yearly business of not over $5000—all of these and others, are receiving jobber rates and of course are cutting in on the legitimate jobbers' business. The man whose bread and butter is jobbing, who conducts a regularly organized business for the distribution of candy—such a man is the Philadelphia Candy Institute's idea of a legitimate jobber, and they feel that manufacturers should consider more seriously their channels of distribution and so give this man the degree of cooperation and protection he deserves.

### Manufacturers Should Encourage Higher Standards of Wholesaling

After the address of Mr. Devine, Mr. Samuel Kaplan of the Easton Candy Company and a past president of the Lehigh Valley Confectionery Club was called upon to define his idea of what constitutes a legitimate jobber. Mr. Kaplan said that in his opinion the legitimate jobber was the man who practiced good trade ethics. By that he explained that he had in mind the jobber who sold at a profit at all times, whose dealings with manufacturer and customer were always up and above board. He is the man who sends out salesmen prepared to educate their customers in good merchandising and certainly, only the man who is making a profit can do this.

Mr. Kaplan sounded this warning: "If manufacturers do not cooperate with these two clubs (The Diligence Club and the Lehigh Valley Confectionery Club) there will be no legitimate jobbers,—they will have to deal with the corner grocer." In other words, it was Mr. Kaplan's opinion that if manufacturers did not give sufficient protection to the better jobbers then the industry will become more and more infested with irresponsible misfits in the jobbing business.

### Samuel Frankel, Penn Candy Co.

Next to address the meeting was Mr. Samuel H. Frankel of the Penn Candy Company and Secretary of the Lehigh Valley Confectionery Club. Mr. Frankel gave a very thorough discussion of Resale Price Legislation with particular reference to the Kelly-Capper Fair Trade Bill. As he explained, this bill is aimed to legalize contracts between the producer and distributor. Its eventual enactment into law, however, is questionable. Mr. Frankel, in discussing the chain store menace, averred that mass production had brought about the chain and that the chain was eliminating the independent. He believes that more and more as time goes on, the chains will increase in importance as a

cause for political discussion and that their influence will be felt in the next Presidential campaign.

For the second time Mr. Sanders introduced Mr. C. S. Clark. This time Mr. Clark's subject for comment was, "Why do we go to Conventions?" and he answered it by saying—"To learn how to cooperate." Conventions are valuable in bringing people together where they can discuss openly and freely problems of mutual interest. Mr. Clark said, "Unless we cooperate, some of us will fail to operate," which truth has been borne out on more than one occasion. He then spoke for a few minutes on the advertising aids being developed by the N. C. A. and they were endeavoring in every way possible to cooperate to the limits of their capacity and ability.

### "A Fair Deal to All—A Free Deal to None"

THE next and final speaker of the day was Mr. William Baldwin of Luden's, Inc. It has been under the guidance of Mr. Baldwin that the Diligence Club of Reading has achieved such notable success. During the short period of its existence, Reading jobbers (members of the Diligence Club) have lined themselves firmly behind Mr. Baldwin's policy of a *"fair deal to everyone but a free deal to none."* The soundness of this policy is reflected in the healthy condition of the business of all the Diligence Club members.

After expressing his appreciation to the members of the Lehigh Valley Confectionery Club for their encouragement and guidance during the early struggles of the Reading organization, Mr. Baldwin waded into his subject with the same sincerity and enthusiasm that has won the confidence and loyalty of the jobbers with whom he has been associated in demonstrating what could be done by constructive cooperation between wholesalers. "Organization" was the keynote of his talk. Organized solution of problems would result from organized thinking and organized action.

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# How and Why Candy Wholesalers Should Organize

***Excerpts from Address by Wm. Baldwin, President, The Diligence Clubs of Reading, Pa., Before the Recent Annual Convention of the Pennsylvania Confectioners' Association***

THE advantages of being organized is the subject that has been assigned to me by the committees representing the Lehigh Valley Confectionery Club, the Jobbers of Allentown, Bethlehem and Easton, and of the Diligence Club, the jobbers of Reading. I desire to pause at this time to pay tribute and express our appreciation to our friends in Lehigh County, the members of the Lehigh Valley Confectionery Club, who are also familiar with the advantages of being organized, and the members of the Diligence Club wish to thank them for the information which they have given to us during the past fourteen months. And we, the members of the Diligence Club, have endeavored to reciprocate by exchanging ideas which have worked out to our mutual advantage.

We believe that we have the nucleus in Eastern Pennsylvania of not only a state but national association. There is one reason for this, and that is that the principles embodied in our constitution and by-laws are not only constructive but legitimate, workable and profitable.

If I were to ask you jobbers here

today if you believed in organization, there is no question in my mind but what you would answer in the affirmative. Governments—national, state and city—are organized. Jobbers of hardware, grocery, drugs, and what not, are also organized, and if this is true, which it is, why not the candy jobber organize for the furtherance of the candy industry. There is one thing sure, gentlemen; it is not only important but imperative that we lay aside our differences and try honestly and conscientiously to catch a vision of just what can be accomplished by jobbers thinking and working together.

The Diligence Club was organized in April, 1929, following a meeting called to hear Mr. C. S. Clark, Director of Advertising and Educational Department of the National Confectioners' Association. There were 64 men present to hear Mr. Clark's inspiring message, "The Candy Industry Is on a Threshold of a Great Revival." Some of you gentlemen present are familiar with the fact that we carried off the blue ribbon for putting across locally the Candy Week and Sweetest Day campaign. Time does not permit me to go into details of that campaign, but our job was to make the city of Reading and the nearby towns "Candy Conscious," and, gentlemen, that was accomplished with permanent and profitable results. When jobbers in other localities are organized, this very constructive and profitable campaign, promoted and advocated by the N. C. A., can be realized not only in this state but throughout the nation. The secret,

however, is "organization"—just one more of the advantages of being organized.

Legitimate business problems are solved around the table. Nations of the world believe in it. Big businesses are functioning every day because of this fact, profitably. Why not the candy jobbers?

Organization will help eliminate unethical practices. Jobbing of candy is a legitimate business. Let us do everything possible not only as individuals but collectively to raise it to the highest possible standard.

Solve the peddler evil. Render effective service to the retailers. This has been accomplished in Reading. Ninety-seven per cent of the retailers signed a petition petitioning the mayor and the city council to enforce the ordinance on peddling and stop this unfair practice. Eighty-five per cent has been eliminated. As a result, the retailers cleaned up their Easter stock to a greater extent than they have for the last 35 years.

Being organized, we are affiliated with the National Confectioners' Association advertising and educational department, which has and will continue to do more diligently than ever before a great job in the furtherance of the candy industry. Millions of dollars are being spent judiciously for your benefit if you tie in with it.

Organized effort means larger distribution and greater consumption of good candy. Means and ways can be developed to bring this to pass.

The fruits of organization are merchandising ideas, better salesmanship, modern selling methods, bigger profits from better merchandising.

Cooperation, coordination, cooperative buying induces larger profits.

What is the solution to the candy jobbers' problems today? *Organization.*

Candy jobbers should organize. When there is concerted effort there is strength.

It can be done. How?

Through education and persuasion. The will to do.

What principles are absolutely essential in such an organization.

Honor! Integrity! Faith! Believing in the fatherhood of God and the brotherhood of man as we do, what real man will sell his honor for a mess of pottage? None; that's our answer. Integrity, honesty, faith. Yes, faith is what brought this great crowd here today.

Organization creates confidence, friendship, happiness, good will, which is constructive and profitable.

**"The Song of the Profit Dodger"**

I don't want to make a profit,
  I count that day as lost
When I do no volume business,
  Even if it's done at cost.
I want red ink upon my books,
  Losses never bother me,
And as for income taxes,
  Of course, I'm always free.
I hold out in my buying
  For the fraction of a cent,
Breaking even on reselling
  Makes me quite content.
Perhaps I might do different,
  If others would refrain
From all this silly business
  Of preferring loss to gain.
It seems a useless struggle,
  Dodging profits every day,
While my bank account grows smaller
  And my hair is turning gray.

"Sweetest Day," Saturday, October 18th. The National Confectioners' Association will supply advertising and promotional material for "Sweetest Day."

"Summertime Is Candy Time." "Sell More Candy This Summer."

In closing, Mr. Baldwin paid the highest compliments to *The Confectionery Buyer* and the N. C. A. advertising campaign. He said that these two factors were doing wonderful work in their efforts to improve conditions in the industry. Mr. Baldwin received a splendid ovation at the close of his talk.

The Auditing and Nominating Committees reported and the meeting adjourned at 6 P. M.

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### Candy Industry Cannot Function with a National Organization Alone

(*Continued from page* 55.)

nually. Is this profitable to that manufacturer or to the salesman who represents him? Does this tend to a stabilization of the industry?

Again I might point out that much of the candy in the poorest type of jobbing houses comes from outside Philadelphia.

### A Study of Candy Distribution Through Large Industrial Organizations

At the request of the retailers in the Institute we are making a study of the sale of candy by organizations other than those engaged in the actual retailing of candy, as for example, welfare organizations of industrial plants, that in turn sell such candy at cost, or practically cost, to employes and friends of employes, to the injury of retail candy dealers. We have found that the welfare organization of a great railroad corporation is engaged in this practice. We find also that in the cafeteria operated by a great insurance company candy is being sold at prices lower than retail dealers in that neighborhood can profitably sell it, even lower than the same candy can be sold by jobbers buying from the manufacturers, and no restrictions are placed upon the amount of candy that is thus sold to any individual employe, some employes apparently buying candy for their friends, neighbors and relatives. We have found that at holiday times candy is sold through office buildings by peddlers or by elevator men in the building. We have even found that employes of the city departments are using the time paid for by taxpayers to sell candy and are using space paid for by taxpayers to store the candy and carry on the business. The volume of this business throughout the year is probably not great, but most of it is done at a period when the retailer can naturally expect his greatest volume of business and greatest volume of profit. The retailer maintains a regular store. He pays such items as taxes, rent, wages, light and heat. He keeps his employes in dull times and in busy times. His overhead expenses are the same for the dull season as for the busy season. He must take the bad with the good. And yet, at the very period when he should be doing his greatest volume of business, he finds himself handicapped by unfair competition, encouraged by manufacturers.

Sometimes I wonder if the manufacturers as a whole realize that many of them are doing everything apparently to drive all distributors out of business. Do you wish to sell directly to the consumer? Before you reach that conclusion, be sure of your ground by getting all the facts you can concerning sales and distribution costs.

There is apparently enough volume of candy sold through these "bootleg" sources to warrant the assumption that at least the manufacturers generally are not as seriously

concerned as they might be about the channels through which their merchandise is distributed.

### The Acid Test of Organization

THE Candy Institute of Philadelphia has not been in existence long enough to determine whether or not our theory of organization is correct. We believe it to be. We appreciate, however, that we are handicapped by the fact that we are attempting something within a limited area which should have the backing of the entire industry. The greater the area in which the idea behind the Candy Institute is tried out, the greater is the likelihood of success.

The problems that affect the candy industry are numerous. They cover manufacturing methods, distribution (and parenthetically I want to say that the more I go into the matter the more strongly am I convinced that manufacturers, and jobbers too, have not generally given enough attention to the costs of sales and distribution), merchandising (on merchandising the jobbers seem to me to be generally weak), consumer demand, net profit —and the attempt to solve any one, to the neglect of the others, will be of no profit to the industry. A well organized and intelligent effort to solve all the problems affecting the industry will, in my judgment, make for a more profitable candy industry. But this will take time, patience, study, a determination to be just, and the application of the Golden Rule.

## DICK "YO-HO" WEINBERG WINS KICKER'S HANDICAP

### Comparative Novice Springs Surprise by Turning in Winning Number.

### $54.00 Golf Bag His Reward.

DICK WEINBERG, star salesman of Minter Brothers, Philadelphia, sprung the big surprise of the Wernersville Convention by walking off with first prize in the Kicker's Handicap Golf Tournament Saturday morning. His net score of 78 tallied with the number secretly chosen by W. E. Johnson, chairman of the Golf Committee, before the contest started.

Mr. Weinberg, well known for his activities in introducing the famous Philippine YO-YO, or spinning top, into this country, acquired a beautiful horsehide golf bag ($54.00 retail) as the reward for his morning's efforts.

Admittedly, too fine a bag for one of his golfing ability, Mr. Weinberg put over a deal whereby he acquired a sweater and stocking golf outfit, a slightly used golf bag and some cash in return for his horsehide ($54.00 retail) golf bag. As Mr. Weinberg remarked later, "That was **some** deal. And HOW!" It might be added that in taking the coveted first prize Mr. Weinberg had to overcome the highest handicap of any chosen. He admitted after the match that the famous Island Hole on the 15th green almost proved his undoing. Battling from one side of the green to the other, he finally located the cup with a neat 13.

Five others tied for second place. This necessitated drawing lots for the other prizes. The prizes were distributed as follows:

| | | Gross. | Handi-cap. | Net. |
|---|---|---|---|---|
| 1st | Dick Weinberg..... | 143 | 65 | 78 |
| 2nd | Ira Minter..... | 102 | 25 | 77 |
| 3rd | R. W. Wilmer..... | 119 | 40 | 79 |
| 4th | L. A. Hauslein..... | 122 | 45 | 77 |
| 5th | R. C. Lichtenthaler | 107 | 30 | 77 |
| 6th | A. E. Sander..... | 105 | 28 | 77 |
| 7th | C. H. Asher..... | 101 | 25 | 76 |

The lowest gross score for the course was turned in by V. Paul, with LeRoy D. Garrett and C. Blake next with 89's.

### Schmitt With Synfleur Laboratories

Synfleur Scientific Laboratories, Inc., of Monticello, N. Y., announce that Mr. G. Philip Schmitt has been placed in charge of their flavoring department.

For the past four years Mr. Schmitt has been chief chemist for Loft, Inc., and has for many years been a flavor research chemist both in this country and in Europe.


Your Marshmallows must have "shortness" as well as *Fine Flavor*...

**Atlantic Gelatine because of its standard uniformity will make better marshmallows at reduced production costs—and motivate repeat orders. You set the standard of your gelatine requirements — we maintain it.**

ATLANTIC GELATINE COMPANY
Woburn, Mass.
Chicago: Room 1204—173 W. Madison St.
New York: Room 92—1 Hudson St.

Manufacturers of
ATLANTIC GELATINE
Grade for Grade a Better Gelatine

ATLANTIC GELATINE

Oil Soluble Colors & Flavors
FOR THE
New Bon Bon Coatings
*MADE WITH CONFECTIONERS' HARD BUTTER*

THESE colors and flavors are giving complete satisfaction to many Candy Manufacturers who now are using the new Hard Butter Bon Bon Coatings.

*Write for samples and full directions. Mention color and flavor wanted. There is no cost and no obligation if you will write on your business stationery.*

ALEX. FRIES & BRO.
Established 75 Years.
316 East Second St. Cincinnati, Ohio

Confectioners Educational Advertising Contributor

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I count that day as lost
When I do no volume business,
Even if it's done at cost.
I want red ink upon my books,
Losses never bother me,
And as for income taxes,
Of course, I'm always free.
I hold out in my buying
For the fraction of a cent,
Breaking even on reselling
Makes me quite content.
Perhaps I might do different,
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## DICK "YO-HO" WEINBERG WINS KICKER'S HANDICAP

### Comparative Novice Springs Surprise by Turning in Winning Number.

### $54.00 Golf Bag His Reward.

DICK WEINBERG, star salesman of Minter Brothers, Philadelphia, sprung the big surprise of the Wernersville Convention by walking off with first prize in the Kicker's Handicap Golf Tournament Saturday morning. His net score of 78 tallied with the number secretly chosen by W. E. Johnson, chairman of the Golf Committee, before the contest started.

Mr. Weinberg, well known for his activities in introducing the famous Philippine YO-YO, or spinning top, into this country, acquired a beautiful horsehide golf bag ($54.00 retail) as the reward for his morning's efforts.

Admittedly, too fine a bag for one of his golfing ability, Mr. Weinberg put over a deal whereby he acquired a sweater and stocking golf outfit, a slightly used golf bag and some cash in return for his horsehide ($54.00 retail) golf bag. As Mr. Weinberg remarked later, "That was **some** deal. And HOW!" It might be added that in taking the coveted first prize Mr. Weinberg had to overcome the highest handicap of any chosen. He admitted after the match that the famous Island Hole on the 15th green almost proved his undoing. Battling from one side of the green to the other, he finally located the cup with a neat 13.

Five others tied for second place. This necessitated drawing lots for the other prizes. The prizes were distributed as follows:

| | | Gross. | Handi-cap. | Net. |
|---|---|---|---|---|
| 1st | Dick Weinberg..... | 143 | 65 | 78 |
| 2nd | Ira Minter..... | 102 | 25 | 77 |
| 3rd | R. W. Wilmer..... | 119 | 40 | 79 |
| 4th | L. A. Hauslein..... | 122 | 45 | 77 |
| 5th | R. C. Lichtenthaler | 107 | 30 | 77 |
| 6th | A. E. Sander..... | 105 | 28 | 77 |
| 7th | C. H. Asher..... | 101 | 25 | 76 |

The lowest gross score for the course was turned in by V. Paul, with LeRoy D. Garrett and C. Blake next with 89's.

### Schmitt With Synfleur Laboratories

Synfleur Scientific Laboratories, Inc., of Monticello, N. Y., announce that Mr. G. Philip Schmitt has been placed in charge of their flavoring department.

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